

# 2011 Miami-Dade & Broward Zoned Editions General Advertising Rates

## The Miami Herald\*/El Nuevo Herald – Annual Volume Contract Rates

2011 N2

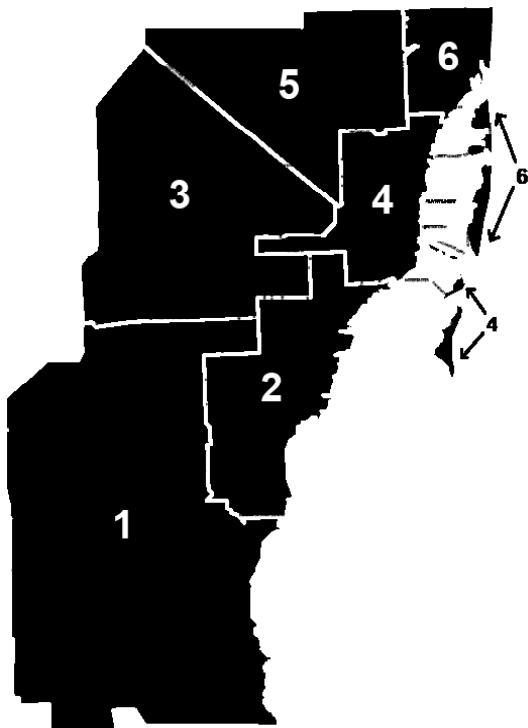
### Miami-Dade Neighbors

Zoned Neighbors sections offer advertisers the opportunity to target their advertising to specific circulation areas of The Miami Herald in Miami-Dade County. These neighborhood tabloids are inserted in The Miami Herald every Thursday and Sunday. Neighbors completely covers Miami-Dade County (the Miami MSA) with six editions. Neighbors sections are tabloid-size products and are priced per column inch.

### Miami-Dade Neighbors Circulation by Zone

Number	Circulation*	
	Thursday	Sunday
1	18,865	28,243
2	30,472	38,826
3	17,043	23,634
4	23,122	31,139
5	14,412	24,277
6	28,407	37,374
<b>TOTAL</b>	<b>132,321</b>	<b>183,493</b>

\*Source: ABC Circulation Audit, 2009



### ZONES

**Zone 1:** Homestead, Florida City, South Dade, West Kendall, Redland, Country Walk, Kendale Lakes, Hammocks

**Zone 2:** Coconut Grove, Coral Gables, South Miami, Pinecrest, Palmetto Bay, Cutler Bay, Killian, Richmond Heights, The Falls, Lakes by the Bay

**Zone 3:** Doral, Miami Springs, Sweetwater, West Miami, Medley, Westchester, Virginia Gardens

**Zone 4:** Miami, Key Biscayne, Upper East Side, Overtown, Liberty City, Miami Shores, El Portal, Biscayne Park, Brickell

**Zone 5:** Hialeah, Miami Gardens, Opa-locka, Miami Lakes, Hialeah Gardens

**Zone 6:** Aventura, North Miami, North Miami Beach

Highland Lakes, Miami Beach, Surfside, N. Bay Village, Bal Harbour, Bay Harbor Islands, Golden Beach, Fisher Island, Sunny Isles

Zone 1	Thursday	Sunday
Full Page	\$2,733	\$3,998
2/3 page	2,186	3,198
1/2 page	1,367	1,999
1/3 page	1,093	1,599
1/4 page	820	1,199
1/6 page	547	800
1/8 page	410	600
1/12 page	273	400

Zone 2	Thursday	Sunday
Full Page	\$4,997	\$5,492
2/3 page	3,997	4,394
1/2 page	2,498	2,746
1/3 page	1,999	2,197
1/4 page	1,499	1,648
1/6 page	999	1,098
1/8 page	750	824
1/12 page	500	549

Zone 3	Thursday	Sunday
Full Page	\$2,306	\$3,363
2/3 page	1,844	2,690
1/2 page	1,153	1,681
1/3 page	922	1,345
1/4 page	692	1,009
1/6 page	461	673
1/8 page	346	504
1/12 page	231	336

Zone 4	Thursday	Sunday
Full Page	\$3,328	\$4,408
2/3 page	2,663	3,526
1/2 page	1,664	2,204
1/3 page	1,331	1,763
1/4 page	998	1,322
1/6 page	666	882
1/8 page	499	661
1/12 page	333	441

Zone 5	Thursday	Sunday
Full Page	\$2,306	\$3,363
2/3 page	1,844	2,690
1/2 page	1,153	1,681
1/3 page	922	1,345
1/4 page	692	1,009
1/6 page	461	673
1/8 page	346	504
1/12 page	231	336

Zone 6	Thursday	Sunday
Full Page	\$4,068	\$4,877
2/3 page	3,255	3,901
1/2 page	2,034	2,438
1/3 page	1,627	1,951
1/4 page	1,220	1,463
1/6 page	814	975
1/8 page	610	731
1/12 page	407	488

All Miami-Dade Zones	Thursday	Sunday
Full Page	\$16,776	\$21,675
2/3 page	13,422	17,340
1/2 page	8,389	10,838
1/3 page	6,711	8,670
1/4 page	5,033	6,503
1/6 page	3,355	4,335
1/8 page	2,517	3,251
1/12 page	1,678	2,168

## Miami-Dade Color Rates Per Zone

	1 Color	Full Color
1/2 to full page	\$140	\$350
Less than 1/2 to 1/4 page	70	175
Less than 1/4 page	50	120

## Broward Local / Broward Tropical Life Thursday or Sunday

A Local News section is included in The Miami Herald Broward Edition six days per week, Tuesday through Sunday. Contract levels apply to these editions only.

Contract size	Daily	Sunday
Open rate	\$48.00	\$59.00
31.5	47.00	58.00
63	47.00	58.00
126	46.00	57.00
250	46.00	57.00
500	45.00	56.00
750	45.00	55.00
1,200	45.00	55.00
1,600	44.00	55.00
3,510	44.00	54.00
5,265	44.00	54.00
6,500	43.00	53.00
7,020	43.00	52.00

## Monroe County Zoned Editions

The Miami Herald and its parent company, McClatchy, publish two newspapers in the Florida Keys that mainland advertisers can use to reach Monroe County's 85,000 permanent residents.

Keynoter, published Wednesday and Saturday mornings, circulates throughout the Keys from Key Largo to Key West. The Reporter, published Thursdays, circulates in the Upper Keys.

These newspapers serve an area where a lack of "big ticket" item stores results in a populace that is motivated to drive north to Miami-Dade County for cars, electronics, home furnishings and other major purchases.

The Miami Herald offers a special Keys combo program: advertisers can reach more than 48,000 consumers throughout the Keys with an ad in both the Keynoter and The Miami Herald's Keys Edition for the Keynoter's regular rate plus \$2.50 per column inch on Wednesday or \$9.00 per column inch on Saturday.

## Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call our Retail Advertising Offices:

Display Advertising Main Office.....800-766-2820  
Email .....adinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.  
All rates current at time of publication.

## Miscellaneous Notes

- For information regarding contracts/policies/terms, please refer to contracts Policies/Terms rate card (H1).
- For information regarding deadlines, please refer to Deadlines rate card (H2).
- For information regarding mechanical requirements, please refer to Mechanical Requirements rate card (H3).

\* Rates, unless otherwise indicated, are flat rates. All references to "The Miami Herald", "The Herald" and "Herald" pertain to domestic U.S. editions of The Miami Herald. Advertising in el Nuevo Herald may be purchased separately or in tandem with other MHMC products.

## Miami-Dade Neighbors Mechanical Specifications

