

2011 General TV Week & Comics Advertising Rates

The Miami Herald*/El Nuevo Herald & Part-Run Products

2011 N5

The Miami Herald*

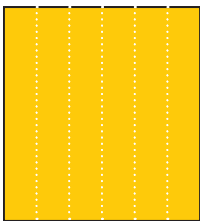
TV Week

TV WEEK IN SUNDAY MIAMI HERALD

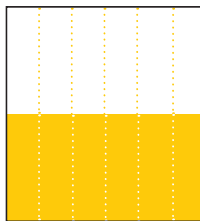
HERALD TV WEEK NATIONAL RATES

ROP	1x
Full page	\$10,577
1/2 page H or V	5,289
1/6 page H or V	2,115
1/12 page H or V	1,058

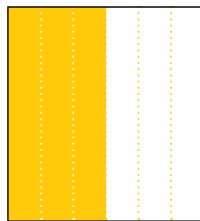
TV Week Modular Ad Sizes



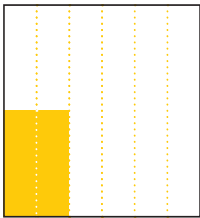
Full Page
6 col x 10"



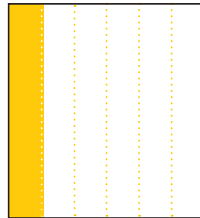
Half Page Horizontal
6 col x 5"



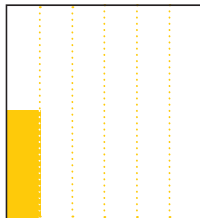
Half Page Vertical
3 col x 10"



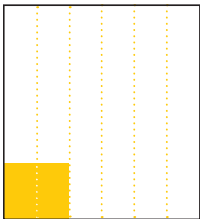
1/6 Page
2 col x 5"



1/6 Page
1 col x 10"



1/12 Page
1 col x 5"



1/12 Page
2col x 2.5"

TV Week

Premium Positions

All rates include full color

Front Page

Front Page Ear

Ad measures 3.57" x 2.70" square inches.

OPEN	13X	26X	39X	52X
\$1,680	\$1,512	\$1,428	\$1,344	\$1,260

Front Page Strip

Ad measures 5 col. x 1.25"

OPEN	13X	26X	39X	52X
\$3,000	\$2,700	\$2,295	\$1,836	\$1,377

Comics

SUNDAY COLOR COMICS – STANDARD SECTION

Space is available in the Sunday Miami Herald Comics section in the following unit sizes:

Unit Sizes

Standard Spadea

Page 1	3 col x 21"
Page 2	3 col x 21"
Page 3	6 col x 21"
Page 4	6 col x 21"

Left Gatefold

Page 1	3 col x 21"
Page 2	3 col x 21"

2 Column Front/ 4 Column Wrap

Page 1	2 col x 21"
Page 2	2 col x 21"
Page 3	4 col x 21"
Page 4	4 col x 21"

Flysheet (2 pages standard or 4 pages tab)

Page 1	6 col x 21"
Page 2	6 col x 21"

Standard Spadea

Open	6X	13X
\$17,647.06	\$14,117.65	\$12,352.94

Left Gatefold

Open	6X	13X
\$7,058.62	\$5,647.06	\$4,941.18

2 Column Front/4 Column Wrap

Open	6X	13X
\$14,117.65	\$11,294.12	\$9,882.35

Press Fed Inserts (2 pages standard or 4 pages tab)

Open	6X	13X
\$11,764.71	\$9,411.76	\$8,235.29

Academic: 13X rate

Charity: 13X rate

Food: 13X rate

Political/Advocacy: 6X rate

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.

Comics represented by Metropolitan Sunday Newspapers,
260 Madison Avenue, New York, NY 10016.
The Miami Herald is affiliated with the Metro Sunday Comics
Basic Group sales organization.