

# 2011 General Preprint Advertising Rates

2011 N6

## The Miami Herald/El Nuevo Herald Preprint Advertising Options

The Miami Herald and El Nuevo Herald offer advertisers a variety of insert advertising options

- The Miami Herald printed newspaper inserts
- Advertiser printed inserts
- Custom printing and distribution

### Availability

Delivery of inserts is available Wednesday to Sunday in The Miami Herald and Wednesdays, Thursdays and Sundays in El Nuevo Herald. Delivery is also available in our non-subscriber product, Herald Values, on Friday/Saturday.

### Miami Herald Insert and Distribution Options

#### Subscribers

- Wednesday to Saturday home delivery subscribers zip & sub-zip available, single copy by zip code
- Sunday by preprint zip clusters

#### Non-Subscribers

- Friday/Saturday non-subscribers TMC at zip and sub-zip level

### El Nuevo Herald Insert and Distribution Options

#### Wednesday

- By preprint zip clusters in Miami-Dade
- By full county in Broward

#### Thursday

- By El Nuevo Herald unduplicated

#### Sunday (El Nuevo Herald only subscriber and single copy only)

- By preprint zip clusters in Miami-Dade
- By full county in Broward

### Sub-zip zoning Distribution Options

#### Premium rating

- \$9.50 CPM premium on sub-zip portion for subscribers only buy
- \$6.00 CPM premium on sub-zip portion for subscribers and non-sub-combination buy

#### Subscribers

- Tuesday to Saturday home delivery subscribers zip & sub-zip available
- Single copy by zip code

#### Non-Subscribers

- Friday/Saturday non-subscribers TMC at zip and sub-zip level

### REQUIREMENTS

Due to seasonal circulation variance in the South Florida market, please consult your Miami Herald advertising representative at least 30 days in advance of each insertion date to determine the exact quantities you will need.

Please submit space reservations in writing three weeks prior to insertion date. All supplements should be delivered to Miami Herald facilities no earlier than 21 days prior to insertion date, and no later than 10 days prior to insertion date.

Inserts are subject to a 5" x 7" minimum page size and an 11" x 11" maximum page size. Single sheet inserts should be at least 7 points in thickness (75 lb. stock is recommended).

### Spoilage Recommendations

- 0.05"+ meets current specs
- 0.045" add 5% for spoilage
- 0.040" add 10% for spoilage
- 0.035" add 15% for spoilage
- 0/030" add 20% for spoilage
- 0.025" below acceptability threshold

### Other

Skid packaging can also significantly impact the quality of insertion.

Recommended:

- Stack product in limited turns
- Cardboard every layer
- Securely wrapping skids
- Banding skids if necessary

### ADVERTISER PRINTED INSERTS - Cost per Thousand DAILY

Pages/Size	The Miami Herald		Part Run
	El Nuevo Herald		
SINGLE SHEET	\$56.50	SINGLE SHEET	\$68.00
4 TAB PAGE	61.50	4 TAB PAGE	73.50
6 TAB PAGE	70.50	6 TAB PAGE	85.00
8 TAB PG/4STD	81.50	8 TAB PG/4STD	97.50
10 TAB PAGE	83.50	10 TAB PAGE	100.50
12 TAB PG/6STD	91.00	12 TAB PG/6STD	109.00
14 TAB PAGE	94.00	14 TAB PAGE	113.00
16 TAB PG/8STD	101.00	16 TAB PG/8STD	121.00
18 TAB PAGE	105.00	18 TAB PAGE	126.00
20 TAB PG/10STD	111.00	20 TAB PG/10STD	133.50
22 TAB PAGE	115.00	22 TAB PAGE	138.00
24 TAB/12 STD	121.50	24 TAB/12 STD	146.50
26 TAB PAGE	122.50	26 TAB PAGE	147.00
28 TAB/14 STD	123.00	28 TAB/14 STD	147.50
30 TAB PAGE	126.00	30 TAB PAGE	151.00
32 TAB/ 16STD	130.50	32 TAB/ 16STD	156.50
34 Tab	132.00	34 Tab	158.00
36 Tab /18 STD	133.00	36 Tab /18 STD	159.50

### SUNDAY

Pages/Size	The Miami Herald		Part Run
	El Nuevo Herald	YES! Sunday Select	
SINGLE SHEET	\$60.50	SINGLE SHEET	\$72.50
4 TAB PAGE	64.00	4 TAB PAGE	76.00
6 TAB PAGE	75.00	6 TAB PAGE	90.00
8 TAB PG/4STD	86.00	8 TAB PG/4STD	103.00
10 TAB PAGE	88.50	10 TAB PAGE	105.50
12 TAB PG/6STD	96.00	12 TAB PG/6STD	115.50
14 TAB PAGE	100.00	14 TAB PAGE	119.50
16 TAB PG/8STD	107.00	16 TAB PG/8STD	129.00
18 TAB PAGE	111.00	18 TAB PAGE	133.50
20 TAB PG/10STD	117.50	20 TAB PG/10STD	141.00
22 TAB PAGE	121.50	22 TAB PAGE	145.50
24 TAB/12 STD	129.50	24 TAB/12 STD	155.00
26 TAB PAGE	130.00	26 TAB PAGE	156.00
28 TAB/14 STD	131.00	28 TAB/14 STD	157.00
30 TAB PAGE	133.50	30 TAB PAGE	160.00
32 TAB/ 16STD	137.50	32 TAB/ 16STD	165.00
34 Tab	138.50	34 Tab	167.00
36 Tab /18 STD	140.00	36 Tab /18 STD	168.00

(For both The Miami Herald/El Nuevo Herald and Part Run, add \$1.00 per tab page, per thousand over tab 36 pages/18 STD)

## Frequency Discounts For Printed Inserts

1-5x	n/a
6-13x	5%
14-26x	10%
27-52x	15%
53-91x	20%
92-138x	25%

- The Miami Herald is defined as the sum of Miami Dade, Monroe and Broward counties home delivery and single copy quantities.
- The Miami Herald/El Nuevo Herald rates will be extended to El Nuevo only total buys – defined as the sum of El Nuevo Herald single copy only and home delivery only quantities.
- El Nuevo Herald is defined as the sum of home delivery and single copy solo and combo buys.
- YES! (Sunday Select) will be billed at the advertiser's earned/contract rate.

## ADVERTISER DISCOUNTS

The Miami Herald and/or El Nuevo Herald preprint advertising sections which are priced at published rate card rate and that are distributed with The Miami Herald and/or El Nuevo Herald apply toward fulfillment of lineage contracts. Insert inches are calculated based on a standard number of inches per page (standard, tabloid or mini-tabloid), the number of pages and distribution volume.

## Contact Information

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

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

Be sure to visit [MiamiHeraldAdvertising.com](http://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.