

2011 Retail Advertising Rates

The Miami Herald*/El Nuevo Herald – Annual Spending Contract Rates

2011 R1

SPENDING LEVELS	THE MIAMI HERALD/ EL NUEVO HERALD		THE MIAMI HERALD		BUSINESS MONDAY	EL NUEVO HERALD	
	Daily	Sunday	Daily	Sunday		Daily	Sunday
\$-	\$253.50	\$345.00	\$203.00	\$290.00	\$219.00	\$83.50	\$96.50
\$2,500	199.50	273.00	149.00	218.00	164.00	77.50	92.50
\$5,000	197.50	271.00	147.00	216.00	161.00	76.50	91.00
\$7,500	196.50	267.00	146.00	212.00	159.00	73.50	87.00
\$12,500	194.50	264.00	144.00	209.00	157.00	69.00	81.00
\$25,000	192.50	262.00	142.00	207.00	156.00	65.00	76.00
\$50,000	191.50	259.00	141.00	204.00	154.00	62.50	73.50
\$75,000	189.50	256.00	139.00	201.00	151.00	59.00	69.00
\$100,000	187.50	252.00	137.00	197.00	149.00	57.00	68.00
\$150,000	184.50	249.00	134.00	194.00	147.00	55.00	65.00
\$200,000	182.50	245.00	132.00	190.00	146.00	54.00	62.00
\$300,000	180.50	243.00	130.00	188.00	143.00	51.50	61.00
\$400,000	178.50	240.00	128.00	185.00	140.00	51.50	61.00
Full Page					8,195	4,615	5,760

* All rates are per column inch.

Holiday Rates and Circulation

We provide Sunday circulation of the Miami Herald and El Nuevo Herald to all subscribers on the following days: New Year's Day, Independence Day, Labor Day, Thanksgiving Day, Day After Thanksgiving, Day Before Christmas, Day After Christmas, New Year's Eve Day. These days are charged at the Sunday contract rate and include Sunday pricing of color and any other applicable premiums. Charges for Business Monday ads running on these days will be based on a combined total of the Sunday rate and the Sunday page 2A premium.

REPEAT RATE PROGRAM

Advertisers repeating ads in The Miami Herald or El Nuevo Herald may use the Repeat Rate. The first ad is charged at the highest rate, not combination rate. The second ad, run within seven days and unchanged, will receive a 30% discount. Ads repeated a third or more time(s), within the same seven days and unchanged, will receive 50% off the regular rate. Not available in Viernes.

Requirements

- Ad must be same size and copy.
- Highest rate ad will be charged at full rate and will not receive a discount (i.e., Sunday or Business Monday).
- Advertisers must run ads within a 7-day period to qualify for the discount.
- Repeat ads must be placed on initial insertion order to qualify.

Page 2A and 3A - The Miami Herald

A fixed 2 col. x 7" space on page 2 and page 3 of Section A offers advertisers guaranteed placement in one of the paper's most widely read sections. Positions are available every day. Rates are equal to your achieved contract level rate plus a premium charge of \$10.00 per column inch regardless of frequency.

Position Premiums

RATES / per col. inch	Section A/Other Pages & Sections
The Miami Herald Daily / Sunday	\$9.50

El Nuevo Herald

El Nuevo Herald is a Spanish-language newspaper published seven days a week. Miami Herald bulk contract advertisers automatically qualify for the same volume level on their El Nuevo Herald contracts without signing a new contract. Free translation is available up to 24 hours prior to regular deadline. Translated ads must be the same size or larger and contain the same copy points and can be based on a 6-column x 21" page size.

Recognized agencies qualify for a 15% commission on El Nuevo Herald advertising. El Nuevo Herald's pick up rate is \$50.50 per column inch Daily, \$55.00 per column inch Sunday (except for Viernes @ \$58.00), when repeating an ad that is scheduled to appear in any of The Miami Herald's other products or sections within 7 days.

Page 2A Strip - El Nuevo Herald

A fixed 6 col. X 1.5" space on page 2 of Section A is available everyday. Rates are equal to advertiser's achieved contract level rate plus a 25% premium per insertion.

Page 3A - El Nuevo Herald

A fixed 2 col. X 7" space on page 3 of Section A is available everyday for a premium of \$5.00 per column inch, regardless of frequency.

Front Page Strip Ads - El Nuevo Herald

Front Page: A fixed 6 col. X 1.5" strip ad at the bottom of the front page provides advertisers with guaranteed placement on the front of El Nuevo Herald. Rates are equal to advertiser's achieved contract level rate plus a 50% premium per insertion.

Section Fronts - El Nuevo Herald

A fixed 6 col. X 3" strip ad at the bottom of a section's front page provides advertisers with guaranteed placement on the front page of a section of El Nuevo Herald. Rates are equal to advertiser's achieved contract level rate plus a 25% premium per insertion.

Viernes

Viernes is the popular Spanish-language entertainment magazine published by El Nuevo Herald for young Hispanics, with features on music, nightclubs, movies, videos, celebrities and more. *Viernes* is distributed with Friday's El Nuevo Herald.

Viernes Frequency Rates

	OPEN	6X	13x	26X
Full page	\$3,230	\$2,640	\$2,230	\$1,845
1/2 page	2,625	1,320	1,115	920
1/3 page	2,100	1,055	890	735
1/4 page	1,575	790	670	555
1/6 page	1,050	530	445	370
1/8 page	790	395	335	275
1/12 page	525	265	225	185
1/24 page	265	130	110	90

Business Monday

Business Monday is a weekly business tabloid insert. Distributed in Monday's edition of The Miami Herald, this business tabloid is the ideal publication to reach upscale professionals, investors and executives.

Weekend

Distributed in The Miami Herald every Friday, this is a lively, provocative and feature-packed tabloid-size guide to what's happening in South Florida: things to do, movies, nightlife, performing arts and restaurant listings.

Weekend Section Frequency Rates

Total Market Distribution

	OPEN	6X	13x	26X
Full page	\$10,965	\$9,435	\$8,685	\$7,220
1/2 page	5,730	4,780	4,535	3,770
1/3 page	4,750	3,890	3,765	3,125
1/4 page	3,540	2,905	2,800	2,325
1/6 page	2,470	2,030	1,955	1,625
1/8 page	1,876	1,540	1,484	1,232
1/12 page	1,255	1,155	1,000	835
1/24 page	635	580	505	415
Strip	2,820	2,310	2,235	1,855

Weekend Section Frequency Rates

Miami-Dade Distribution

	OPEN	6X	13x	26X
Full page	\$7,785	\$6,690	\$6,170	\$5,125
1/2 page	4,180	3,595	3,310	2,750
1/3 page	3,530	3,010	2,795	2,320
1/4 page	2,690	2,285	2,125	1,765
1/6 page	1,915	1,625	1,515	1,255
1/8 page	1,426	1,211	1,126	935
1/12 page	995	910	785	655
1/24 page	510	470	405	340
Strip	2,185	1,860	1,730	1,435

Weekend Section Frequency Rates

Broward Distribution

	OPEN	6X	13X	26X
Full page	\$3,365	\$2,890	\$2,665	\$2,215
1/2 page	1,790	1,555	1,415	1,180
1/3 page	1,515	1,290	1,200	1,000
1/4 page	1,155	985	910	750
1/6 page	820	700	650	535
1/8 page	612	522	482	398
1/12 page	425	385	340	285
1/24 page	215	200	175	145
Strip	930	800	740	615

Special Section Rates

Throughout the year, The Miami Herald and El Nuevo Herald publish special sections targeting a wide variety of reader interests. For information about upcoming sections, please contact your Miami Herald advertising representative or call (305) 376-2861. In Broward, call (954) 764-7026, ext. 2861.

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
Emailadinfo@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.