

# 2011 Local Financial Advertising Rate Card

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

2011 R3

SPENDING LEVELS	THE MIAMI HERALD/ EL NUEVO HERALD		THE MIAMI HERALD		BUSINESS MONDAY	EL NUEVO HERALD	
	Daily	Sunday	Daily	Sunday		Daily	Sunday
\$-	\$277.00	\$387.50	\$226.50	\$332.50	\$240.00	\$83.50	\$96.50
\$2,500	217.00	304.50	166.50	249.50	178.50	77.50	92.50
\$5,000	215.00	300.00	164.50	245.00	176.50	76.50	91.00
\$7,500	213.00	297.50	162.50	242.50	174.50	73.50	87.00
\$12,500	211.00	294.50	160.50	239.50	172.50	69.00	81.00
\$25,000	209.50	290.50	159.00	235.50	170.50	65.00	76.00
\$50,000	207.50	287.50	157.00	232.50	169.00	62.50	73.50
\$75,000	205.00	284.50	154.50	229.50	166.50	59.00	69.00
\$100,000	203.00	281.50	152.50	226.50	164.00	57.00	68.00
\$150,000	200.00	277.00	149.50	222.00	161.50	55.00	65.00
\$200,000	198.00	272.50	147.50	217.50	159.00	54.00	62.00
\$300,000	195.00	269.00	144.50	214.00	156.50	51.50	61.00
\$400,000	193.00	265.00	142.50	210.00	154.00	51.50	61.00
Full Page					9,020	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.

- Financial rates apply to banks, securities and brokerage firms, funds, insurance companies (except health) and advisory services, providing they have a physical location in the local marketplace to transact business (face-to-face) with customers
- Financial rate ads must include a local phone number and address and/or refers to branches in South Florida".
- Local brokers and agents who use zoned Miami Herald products, such as Neighbors, will be charged at the Retail rate.
- Merger-type advertising does not apply to this rate card. Please refer to national rate card.

### 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

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

### Position Premiums

RATES / per col. inch

Section A/Other Pages & Sections

### 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.

### Negocios con Bloomberg News

Negocios con Bloomberg News is a weekly business tabloid insert. Distributed in El Nuevo Herald on Monday, this business section covers Latin America economic news, local business success stories and more.

### 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.

