

2011 Broward Retail Zoned Editions Advertising Rates

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

2011 R4

Broward Rates

BROWARD LOCAL

BROWARD TROPICAL LIFE

A Local News section is inserted in The Miami Herald Broward Edition six days a week, Tuesday through Sunday, providing local and county-wide coverage.

	OPEN	6X	13X	26X	39X Pick Up Rate
Daily and Sunday	\$27.00	\$23.00	\$20.00	\$17.00	\$15.00

(Rates are per column inch)
Full page rate for single advertisers: \$1,764.00

Other Rates

1. Charity, Municipality or Cultural 13X frequency rate.
2. Academic 40% off the open rate.
3. Political/Advocacy 6X frequency rate.

Contract fulfillment timeframe is as follows:

- 6X** Commences with first insertion date, expires 13 calendar weeks from that date.
- 13X** Commences with first insertion date, expires 26 calendar weeks from that date.
- 26X** Commences with first insertion date, expires 52 calendar weeks from that date.
- 39X** Commences with first insertion date, expires 52 calendar weeks from that date.
- 52X** Commences with first insertion date, expires 52 calendar weeks from that date.

Pick up ads (same ad or larger within 7 days) count toward frequency fulfillment only when picked up from Broward Main.

Broward Main frequency contracts are charged at same frequency level as Broward Tropical Life and Business Monday.

BROWARD EDITIONS

BROWARD BUSINESS MONDAY

Business Monday is zoned and distributed in Broward County in The Miami Herald.

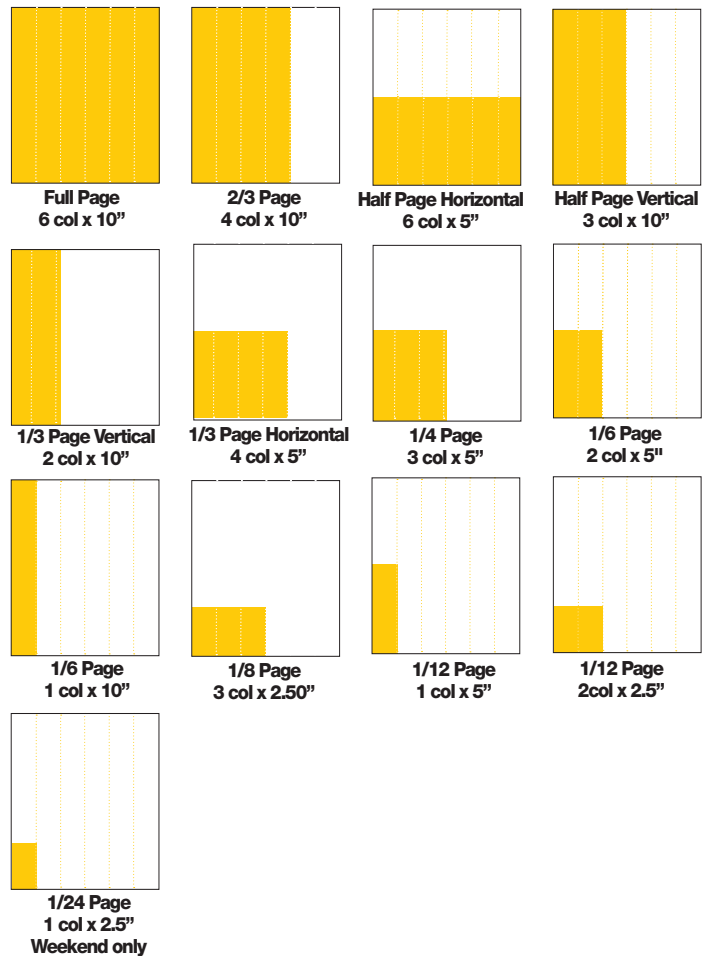
Frequency Contract	OPEN	6X	13X	26X	52X
Full page	\$1,735.00	\$1,595.00	\$1,545.00	\$1,470.00	\$1,385.00
1/2 page	885.00	815.00	790.00	745.00	705.00
1/4 page	455.00	410.00	400.00	380.00	360.00

Broward 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.

	OPEN	6X	13X	26X
Full page	\$3,365.00	\$2,890.00	\$2,665	\$2,215
1/2 page	1,790.00	1,555.00	1,415	1,180
1/3 page	1,515.00	1,290	1,200	1,000
1/4 page	1,155.00	985	910	750
1/6 page	820.00	700	650	535
1/8 page	612.00	522	482	398
1/12 page	425.00	385	340	285
1/24 page	215.00	200	175	145
Strip	930.00	800	740	615

Business Monday & Weekend Modular sizes



Broward Tropical Life

Thursday

	Open	6x	13x	26x	52x
Full page	\$1,764.00	\$1,120.00	\$1,005.00	\$ 980.00	\$930.00
1/2 page	885.00	560.00	545.00	515.00	490.00
1/4 page	515.00	325.00	310.00	295.00	280.00
1/8 page	285.00	165.00	155.00	145.00	140.00
1/16 page	150.00	88.00	80.00	76.00	72.00

Other Rates

1. Charity, Municipality or Cultural 13X frequency rate.
2. Academic 40% off the open rate.
3. Political/Advocacy 26X frequency rate.

Restaurant Business Builder

Combo Broward Weekend, Tropical Life Sunday (Broward), Tropical Life Thursday (Broward) and Miami.com

The perfect restaurant advertising solution delivering the best results for your restaurant by reaching the market and your neighborhood. Consistent, easy and affordable. Package price includes 30-day adlink on Miami.com

	2 col. x 5"	3 col x 5"
13X B&W	\$199	\$248
26X B&W	169	208
Annual (48x) B&W	157	191

Auto Care

An Auto Care B & W ad (2 col. x 5") can be placed in Thursday's Tropical Life (Broward), Friday's Broward Weekend and Sunday Tropical Life (Broward) for as low as \$196 (13X rate). Package price includes 30-day adlink on MiamiHerald.com/Cars channel, or 7-day flyerboard on MiamiHerald.com/Community-News.

1X	6X	13X
\$295	\$231	\$196

Everything for Kids

An Everything For Kids B & W ad (2 col. x 5) can be placed in Thursday's Tropical Life (Broward), Friday's Broward Weekend and Sunday Tropical Life (Broward) for as low as \$155 (13X rate). Package price includes 30-day adlink on MomiMiami.com, or 7-day flyerboard on MiamiHerald.com/Community-News.

1X	6X	13X
\$190	\$175	\$155

Health and Fitness

A Health and Fitness B&W ad (2 col. x 5") can be placed in Thursday's Tropical Life (Broward), Friday's Broward Weekend and Sunday Tropical Life (Broward) for as low as \$196 (13X rate). Package price includes 30-day adlink on MiamiHerald.com/living channel, or 7-day flyerboard on MiamiHerald.com, or 7-day flyerboard on MiamiHerald.com/Community-News.

1X	6X	13X
\$295	\$231	\$196

Golf Banner Page

Publishes every Friday in Miami Herald Sports. Package price includes 30-day adlink on Miami.com/Sports, or 7-day flyerboard on MiamiHerald.com/Community-News.

2 col. x 3" B&W	\$498
2 col. x 6" B&W	\$996

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.