

2011 Miami-Dade Zoned Editions Retail Advertising Rates

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

2011 R5

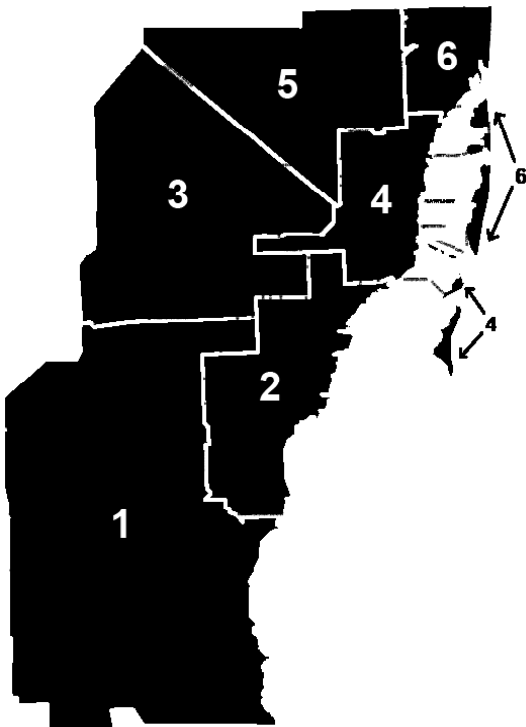
Miami-Dade Neighbors

Zoned Neighbors sections offer advertisers the opportunity to target their advertising to specific circulation areas of The Miami Herald in Miami-Dade County. These neighborhood tabloids are inserted in The Miami Herald every Thursday and Sunday. Neighbors completely covers Miami-Dade County with six editions. Neighbors sections are tabloid-size products.

Miami-Dade Neighbors Circulation by Zone

Number	Circulation*	
	Thursday	Sunday
1	18,865	28,243
2	30,472	38,826
3	17,043	23,634
4	23,122	31,139
5	14,412	24,277
6	28,407	37,374
TOTAL	132,321	183,493

*Source: ABC Circulation Audit, 2009



ZONES

Zone 1: Homestead, Florida City, South Dade, West Kendall, Redland, Country Walk, Kendale Lakes, Hammocks

Zone 2: Coconut Grove, Coral Gables, South Miami, Pinecrest, Palmetto Bay, Cutler Bay, Killian, Richmond Heights, The Falls, Lakes by the Bay

Zone 3: Doral, Miami Springs, Sweetwater, West Miami, Medley, Westchester, Virginia Gardens

Zone 4: Miami, Key Biscayne, Upper East Side, Overtown, Liberty City, Miami Shores El Portal, Biscayne Park, Brickell

Zone 5: Hialeah, Miami Gardens, Opa-locka, Miami Lakes, Hialeah Gardens

Zone 6: Aventura, North Miami, North Miami Beach
Highland Lakes, Miami Beach, Surfside, N. Bay Village, Bal Harbour, Bay Harbor Islands, Golden Beach, Fisher Island, Sunny Isles

Zone 1

Thursday	1x	6x	13x	26x	39x	52x
Full page	\$959	\$703	\$609	\$469	\$450	\$422
2/3 Page	1,366	748	698	618	572	525
1/2 page	854	467	436	386	357	328
1/3 page	683	374	349	309	286	263
1/4 page	512	280	262	232	214	197
1/6 page	341	187	174	155	143	131
1/8 page	233	127	119	105	97	90
1/12 page	171	93	87	77	71	66
Strip DT	313	171	160	142	131	120

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$1,384	\$1,001	\$842	\$667	\$641	\$601
2/3 Page	2,107	1,069	986	873	828	775
1/2 page	1,317	668	616	546	517	484
1/3 page	1,054	534	493	436	414	388
1/4 page	790	401	370	327	310	291
1/6 page	527	267	246	218	207	194
1/8 page	359	182	168	149	141	132
1/12 page	263	134	123	109	103	97
Strip DT	483	245	226	200	190	178

Zone 2

Thursday	1x	6x	13x	26x	39x	52x
Full page	\$1,754	\$1,285	\$1,114	\$857	\$823	\$771
2/3 Page	2,497	1,367	1,276	1,130	1,045	960
1/2 page	1,561	854	797	706	653	600
1/3 page	1,249	684	638	565	523	480
1/4 page	936	513	478	424	392	360
1/6 page	624	342	319	283	261	240
1/8 page	426	233	217	193	178	164
1/12 page	312	171	159	141	131	120
Strip DT	572	313	292	259	239	220

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$1,901	\$1,375	\$1,157	\$917	\$880	\$825
2/3 Page	2,895	1,468	1,354	1,199	1,137	1,065
1/2 page	1,809	918	846	750	711	666
1/3 page	1,447	734	677	600	569	532
1/4 page	1,086	551	508	450	426	399
1/6 page	724	367	339	300	284	266
1/8 page	493	250	231	204	194	182
1/12 page	362	184	169	150	142	133
Strip DT	663	336	310	275	261	244

Zone 3**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$809	\$593	\$514	\$395	\$380	\$356
2/3 Page	1,152	631	589	521	482	443
1/2 page	720	394	368	326	301	277
1/3 page	576	315	294	261	241	221
1/4 page	432	237	221	196	181	166
1/6 page	288	158	147	130	121	111
1/8 page	196	108	100	89	82	76
1/12 page	144	79	74	65	60	55
Strip DT	264	145	135	120	111	102

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$1,164	\$842	\$709	\$561	\$539	\$505
2/3 Page	1,772	899	829	734	696	652
1/2 page	1,108	562	518	459	435	407
1/3 page	886	449	415	367	348	326
1/4 page	665	337	311	275	261	244
1/6 page	443	225	207	184	174	163
1/8 page	302	153	141	125	119	111
1/12 page	222	112	104	92	87	81
Strip DT	406	206	190	168	160	149

Zone 4**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$1,168	\$856	\$742	\$571	\$548	\$514
2/3 Page	1,663	911	850	753	696	639
1/2 page	1,040	569	531	470	435	400
1/3 page	832	455	425	376	348	320
1/4 page	624	341	319	282	261	240
1/6 page	416	228	212	188	174	160
1/8 page	284	155	145	128	119	109
1/12 page	208	114	106	94	87	80
Strip DT	381	209	195	173	160	147

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$1,526	\$1,104	\$929	\$736	\$706	\$662
2/3 Page	2,323	1,178	1,087	962	913	855
1/2 page	1,452	736	679	602	570	534
1/3 page	1,162	589	543	481	456	427
1/4 page	871	442	408	361	342	320
1/6 page	581	295	272	241	228	214
1/8 page	396	201	185	164	156	146
1/12 page	290	147	136	120	114	107
Strip DT	532	270	249	221	209	196

Zone 5**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$809	\$593	\$514	\$395	\$380	\$356
2/3 Page	1,152	631	589	521	482	443
1/2 page	720	394	368	326	301	277
1/3 page	576	315	294	261	241	221
1/4 page	432	237	221	196	181	166
1/6 page	288	158	147	130	121	111
1/8 page	196	108	100	89	82	76
1/12 page	144	79	74	65	60	55
Strip DT	264	145	135	120	111	102

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$1,164	\$842	\$709	\$561	\$539	\$505
2/3 Page	1,772	899	829	734	696	652
1/2 page	1,108	562	518	459	435	407
1/3 page	886	449	415	367	348	326
1/4 page	665	337	311	275	261	244
1/6 page	443	225	207	184	174	163
1/8 page	302	153	141	125	119	111
1/12 page	222	112	104	92	87	81
Strip DT	406	206	190	168	160	149

Zone 6**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$1,428	\$1,047	\$907	\$698	\$670	\$628
2/3 Page	2,033	1,113	1,039	920	851	782
1/2 page	1,271	696	649	575	532	489
1/3 page	1,017	557	519	460	425	391
1/4 page	762	417	390	345	319	293
1/6 page	508	278	260	230	213	195
1/8 page	347	190	177	157	145	133
1/12 page	254	139	130	115	106	98
Strip DT	466	255	238	211	195	179

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$1,688	\$1,221	\$1,028	\$814	\$782	\$733
2/3 Page	2,570	1,303	1,202	1,065	1,010	945
1/2 page	1,606	815	752	666	631	591
1/3 page	1,285	652	601	532	505	473
1/4 page	964	489	451	399	379	355
1/6 page	643	326	301	266	252	236
1/8 page	438	222	205	182	172	161
1/12 page	321	163	150	133	126	118
Strip DT	589	299	276	244	231	217

All Miami-Dade Zones

Thursday

	1x	6x	13x	26x	39x	52x
Full page	\$5,888	\$4,316	\$3,740	\$2,877	\$2,762	\$2,590
2/3 Page	8,384	4,590	4,284	3,794	3,509	3,223
1/2 page	5,240	2,869	2,678	2,372	2,193	2,015
1/3 page	4,192	2,295	2,142	1,897	1,754	1,612
1/4 page	3,144	1,721	1,607	1,423	1,316	1,209
1/6 page	2,096	1,148	1,071	949	877	806
1/8 page	1,429	782	730	647	598	549
1/12 page	1,048	574	536	474	439	403
Strip DT	1,921	1,052	982	870	804	739

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$7,504	\$5,428	\$4,567	\$3,618	\$3,474	\$3,257
2/3 Page	11,424	5,794	5,345	4,733	4,488	4,202
1/2 page	7,140	3,621	3,341	2,958	2,805	2,627
1/3 page	5,712	2,897	2,672	2,366	2,244	2,101
1/4 page	4,284	2,173	2,004	1,775	1,683	1,576
1/6 page	2,856	1,448	1,336	1,183	1,122	1,051
1/8 page	1,947	988	911	807	765	716
1/12 page	1,428	724	668	592	561	525
Strip DT	2,618	1,328	1,225	1,085	1,029	963

- Buy all 6 Miami-Dade neighbors zones and save
- No other discounts apply
 - Multiple zone discounts do not apply
 - Academic rate 13x
 - Charity rates 52x
 - Political/Advocacy rates 26x

Color Rates Per Zone

	1 Color	Full Color
1/2 to full page	\$100	\$250
Less than 1/2 to 1/4 page	50	125
Less than 1/4 page	35	85

Charity and Non-for Profit Rates

Billed at the 52x Miami-Dade Neighbors rate.

Political Advocacy Rates

Billed at the 26x Miami-Dade Neighbors rate.

Academic Rates

Billed at the 13x Miami-Dade Neighbors rate.

Multiple Zone Discounts

- Run in two zones and receive a 5% discount in each zone.
- Run in three to five zones and receive a 10% discount in each zone.
- Multiple zone ads will count towards contract fulfillment.
- To receive multiple zone discount, ads must be the same size and same copy in each zone.

Contract Fulfillment

Advertisers can fulfill their contracts as shown below:

- 6x commences with first insertion date, expires 13 calendar weeks
- 13x commences with first insertion date, expires 26 calendar weeks
- 26x commences with first insertion date, expires 52 calendar weeks
- 52x commences with first insertion date, expires 52 calendar weeks

Each insertion will be counted towards contract fulfillment. If advertiser publishes three (3) ads in different zones on same day, each ad will count towards contract fulfillment. Frequency is based on the number of ads. Advertisers can run any modular ad size.

Restaurant Business Builder

The perfect restaurant advertising solution delivering the best results for your restaurant by reaching the market and your neighborhood consistent, easy and affordable. Package rates include Miami-Dade Weekend, Viernes, one Miami-Dade Neighbors zone and 30-day ad link on miami.com.

	2 col. x 5"	3 col. x 5"
13 x B/W	\$374.00	\$478.00
26X B/W	305.00	388.00
Annual 48X B/W	275.00	348.00

Auto Aftercare

An Auto Care ad (2 col x 5" B&W) can be placed in Wednesday's El Nuevo Herald and one Miami-Dade Neighbors zone on Thursday and Sunday as low as \$260 (26x). Package price includes 30-day adlink on MiamiHerald.com Cars channel, or 7-day flyerboard on MiamiHerald.com/Community-News. Each additional Miami-Dade Neighbors zone on Thursday and Sunday \$80.00.

1X	6X	13X	26X
\$355	\$320	\$290	\$260

Everything for Kids

An Everything for Kids ad (2 col x 5" B&W) can be placed in Wednesday's El Nuevo Herald and one Miami-Dade Neighbors zone on Thursday and Sunday as low as \$260 (26x). Package price includes 30-day ROS adlink on MomsMiami.com, or 7-day flyerboard on MiamiHerald.com/Community-News. Each additional Miami-Dade Neighbors zone on Thursday and Sunday \$80.00.

1X	6X	13X	26X
\$355	\$320	\$290	\$260

Health & Fitness

A Health and Fitness ad (2 col x 5" B&W) can be placed in Wednesday's El Nuevo Herald and one Miami-Dade Neighbors zone on Thursday and Sunday as low as \$260 (26x). Package price includes 30-day adlink on MiamiHerald.com Living channel, or 7-day flyerboard on MiamiHerald.com/Community-News. Each additional Miami-Dade Neighbors zone on Thursday and Sunday \$80.00.

1X	6X	13X	26X
\$355	\$320	\$290	\$260

Monroe County Zoned Editions

The Miami Herald and its parent company, The McClatchy Co., own two newspapers in the Florida Keys that mainland advertisers can use to reach Monroe County's 85,000 permanent residents.

The Florida Keys Keynoter, published Wednesday and Saturday mornings, circulates throughout the Keys from Key Largo to Key West. The Reporter, published Thursdays, circulates in the Upper Keys.

On Wednesdays, The Miami Herald offers a special combo buy: for just \$2.50 per column inch over the Keynoter's regular rate, advertisers can reach more than 48,000 consumers throughout the Keys with an ad in both the Keynoter and The Miami Herald's Keys Edition. The Saturday combo rate is \$9.50 per column inch over the Keynoter rate.

An advertiser can reach consumers throughout the Keys as well as Cutler Bay, Florida City, Goulds, Homestead, Naranja, Perrine and the Redlands. If an advertiser has a location only in the Keys and runs in the Keynoter and Reporter first, The Miami Herald offers a pick-up combo buy into the South Dade Neighbors on Thursdays or Sundays at \$12.00 per column inch. The copy, size and text of the ad may change. See Miami-Dade Neighbors for modular sizes.

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.

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.

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.

Mechanical Specifications

