

2011 Home Delivery Bag Retail Advertising Rates

2011 R7

The Miami Herald* and El Nuevo Herald

Ads on Home Delivery Bags increase exposure, promote specials and enhance awareness

Home Delivery Polybag Specs	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Custom Bag Distribution	Yes	Yes	Yes	Yes	Yes	No	Yes
Bag Size	6.5" x 19"	6.5" x 19"	6.5" x 19"	6.5" x 19"	6.5" x 19"	n/a	9" x 21"
Gauge	.0007	.0007	n/a	.0007	.0007	6.5" x 19"	.009

Increase Printed Bags Supplied By Client

- Brand bags are distributed in The Miami Herald and/or El Nuevo Herald and zoned to home delivery customers.
- Suffocation warning & recyclable logo must be printed as part of the artwork.

Deliver Only

Daily: \$34.00 per thousand

Sunday: \$47.00 per thousand

Remnant Polybag Program

The remnant polybag program allows advertisers to run a branding campaign to enhance consumer awareness of their company, product or service. A minimum order of 2.5 million is required.

Please contact your Miami Herald advertising representative for more information.

- Advertiser artwork is limited to one-side, printed in two standard spot ink colors and may not contain screens or half-tones. The Miami Herald Media Company will use the reverse side for promotional purposes at its sole discretion.
- Distribution will be subject to availability, with no guaranteed dates of delivery.
- The quantity used per day may vary, including a limited run-out into a zone.

Retail Rates

Print & Deliver

See your account rep. Custom quoted. Minimum order 100,000.

Sample Bag

Contact your account representative for size and approval.

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.

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.