

# 2011 TV Week Retail Advertising Rates

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

2011 R8

## The Miami Herald\*

Ad Sizes	1X	6x	13x	26x	39x	52x
Full Page	\$4,331	\$3,465	\$ 2,859	\$2,513	\$ 2,296	\$2,166
Half Page	2,116	1,733	1,430	1,256	1,148	1,083
1/6 Page	866	693	572	503	459	434
1/12 Page	434	347	286	251	230	217

## TV WEEK MODULAR AD SIZES

Deadline: Monday, 11 days prior

### Clip and Save: TV Week Feature

Banner ads inside TV Week are seen all week!

3 col. x 2.5"	\$250
3 col. x 5"	\$475

### Premium Positions

All rates include full color

## FRONT PAGE

### Front Page Strip

Ad measures 6 col. x 1.5"

1x	13x	26x	39x	52x
\$1,800	\$1,620	\$1,530	\$1,440	\$1,350

### Front Page Ear

Ad measures 3.57" x 2.699"

1x	13x	26x	39x	52x
\$1,200	\$1,080	\$1,020	\$960	\$900

### Front Page Ear Local Financial

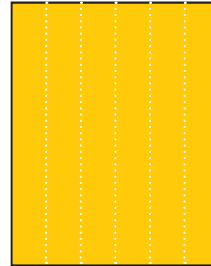
Ad measures 3.57" x 2.699"

1x	13x	26x	39x	52x
\$1,380	\$1,242	\$1,173	\$1,104	\$1,035

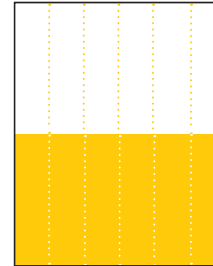
### Back Page

Ad measures 6 col. x 10"

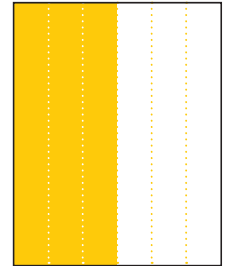
<b>52x</b>
\$3,600



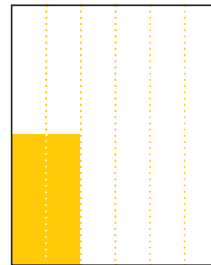
Full Page  
6 col x 10"



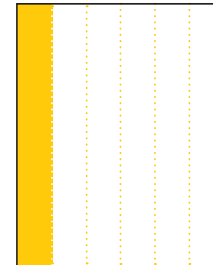
Half Page Horizontal  
6 col x 5"



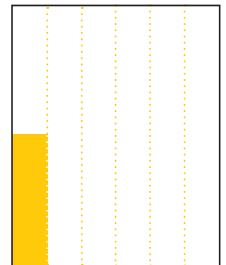
Half Page Vertical  
3 col x 10"



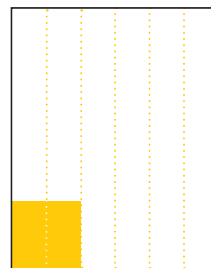
1/6 Page  
2 col x 5"



1/6 Page  
1 col x 10"



1/12 Page  
1 col x 5"



1/12 Page  
2col x 2.5"

## 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.

## 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.