

2011 Retail Color Advertising Rates

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

2011 R10

Color rates are flat rates. Minimum ad size for color is four inches. Charges are for color inks only and do not include other mechanical charges. Standard AdPro letterpress color inks are used. Special inks will be ordered upon two weeks notice. The Miami Herald will make every effort to meet your request for choice of colors, within production limits.

Flat Rate – Full or Part Page

PRODUCT	One Color	Full Color
The Miami Herald		
Daily	\$1,890.00	\$3,195.00
Sunday	2,430.00	3,945.00
El Nuevo Herald		
Daily & Viernes	705.00	1,045.00
Sunday	875.00	1,175.00
Broward Tropical Life Thursday or Sunday	386.00	644.00
Broward Business Monday	386.00	644.00
Miami-Dade Neighbors (per zone)	100.00	250.00
Weekend Total Market	1,134.00	1,917.00
Weekend Broward Zone	386.00	644.00
Weekend Miami-Dade Zone	675.00	1,139.00
El Nuevo Herald Special Sections		
Daily	300.00	600.00
Sunday	350.00	700.00
The Miami Herald Special Sections		
Daily	400.00	800.00
Sunday	500.00	1,000.00
TV Week	200.00	600.00

Charity color rates = 50% of the Product color rate

Color Separations

Color scans (4-color separations) are charged at \$375 for the first separation and \$75 for each additional separation. There is a color plate charge if you furnish registered black proofs of color separated negatives.

Double-Truck

PRODUCT	One Color	Full Color
The Miami Herald		
Daily	\$2,455.00	\$4,145.00
Sunday	3,160.00	5,120.00
El Nuevo Herald		
Daily & Viernes	915.00	1,360.00
Sunday	1,140.00	1,525.00

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.

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.