

2011 Special Classifications Retail Advertising Rates

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

2011 R11

Religious, Charity, Civic & Cultural Rates

These rates apply to local not-for-profit groups providing unique non-profit services or conducting a specific event that is beneficial to the community. Advertisers must submit a charity application form, along with information on the purpose of the activities or event, a copy of their proposed ad, and, if applicable, a letter of confirmation from any charitable organization receiving revenues or donations. This information must be received, reviewed and approved by The Miami Herald's policy advisor before ad is scheduled to run. Publication dates and positioning are at the newspaper's discretion. Please call your Miami Herald advertising representative for more information.

	Daily	Sunday
The Miami Herald	\$94.00	\$123.00
Business Monday	103.50	
Weekend	50% of Open Rate	
El Nuevo Herald	42.00	49.50
Viernes	50% of Open Rate	
Broward Local	13X Rate	13X Rate
Broward Neighbors	52X Rate	52X Rate
Miami-Dade Neighbors	52X Rate	52X Rate

If a special position is ordered (i.e. "A" Section, Business Monday, Sports), position premiums apply. No charity discounts on position premiums. Charity rates are not available for certain products. Please contact your Miami Herald representative for more information.

CHARITY INSERTS

Charity preprints are charged at the lowest contract rate for the quantity run.

CITY, COUNTY & GOVERNMENT RATES

Retail rates apply to cities, counties, state governments and their agencies.

Academic/Vocational/Education Rates

These rates apply to all public, parochial and non-profit schools, which include kindergarten through 12th grade, vocational schools and institutions of higher education. All schools must be approved by advertising management.

If a special page position is requested (i.e. "A" section, Business Monday, Sports), position premiums will apply.

	Daily & Sunday
The Miami Herald	60% of Open Rate
El Nuevo Herald	60% of Open Rate
Business Monday	60% of Open Rate
Miami-Dade Neighbors	13X Frequency Rate
Broward Local	60% of Open Rate
Broward Neighbors	13X Frequency Rate

ACADEMIC PREPRINTS

Preprints run by Academic/Vocational/Education advertisers are charged at the lowest contract rate for the quantity run.

Political/Advocacy Rates

The Miami Herald and El Nuevo Herald offers special rates to political advertisers in The Miami Herald, and in the following zoned editions and sections:

The Miami Herald Broward Edition, Miami-Dade Neighbors, Broward Hometown and El Nuevo Herald.

	Daily & Sunday
The Miami Herald	\$75,000 spending level
El Nuevo Herald	\$75,000 spending level
Viernes	13X Frequency Rate
Miami-Dade Neighbors	26X Frequency Rate
Weekend	13X Frequency Rate
Broward Local	26X Frequency Rate
Broward Neighbors	26X Frequency Rate
Broward Tropical Life	26X Frequency Rate

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.

Retail Remnant Advertising

Retail remnant advertising is sold only on a space-available basis. Discounted remnant rates are available for The Miami Herald.

General Requirements

- Remnant ads must be ordered seven days in advance.
- All remnant ads must be ordered to publish within a seven-day period rather than for a specific date. A six-day schedule may be requested if advertiser prefers not to run on Sunday.
- Only one copy correction is available for multiple remnant insertions in one week.
- Outproofs require three extra working days prior to deadline; only one copy correction allowed per outproof.
- Client must have a minimum \$2,500 revenue level contract to place remnant ads.
- Remnant ads do not count toward fulfillment of contracts.
- The revenue from remnant ads run during any given month should not exceed the revenue from contract ads run during the same month.
- No remnant rate for color ads.
- Political advertising is not eligible for remnant rates.
- All remnant ads are run at the Publisher's option.
- Standard make-good and adjustment prices as well as credit and collection policies apply to remnant ads.
- All ads are subject to all requirements and mechanical specifications currently contained in The Miami Herald Retail Rate Card.
- Remnant ads are accepted in the following products:
The Miami Herald and El Nuevo Herald. Position requests or section specifications cannot be guaranteed.
- There is no remnant space in premium or zoned products: Weekend, Business Monday, Neighbors, etc.

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.