

2011 The Miami Herald Local Business Retail Advertising Rates

2011 R15

The Miami Herald

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, Day After Super Bowl, Independence Day, Labor Day, Thanksgiving Day, Day After Thanksgiving, Day Before Christmas, Christmas Day, and 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.

Local Business Rates apply only to:

- Night clubs and bars
 - Small furniture stores (single location; no chains)
 - Futon stores
 - Weight loss/diet centers (excluding corporate ads and chains)
 - Gyms/health clubs
 - Health associations and professionals (excluding hospitals)
 - Convenience stores
 - Card shops
 - Shoe stores (no chains)
 - Nutritional centers (excluding corporate ads and chains)
 - Beauty salons
 - Clothing stores (no chains)
 - Bike shops
 - Specialty food stores (excluding chains & grocery stores)
 - Retail vitamin chains (excluding corporate ads and chains)
 - Attorneys
 - Florists
- For all other businesses, earned contract rates apply (please refer to rate card R1).

Tropical Life Themes

Tuesday: Health
 Wednesday: Style
 Thursday: Food and Dining
 Friday: Weekend
 Saturday: Family & Values
 Sunday: Arts & Entertainment/Home & Design

TROPICAL LIFE LOCAL BUSINESS RATES

Tuesday-Thursday & Saturday Rates

| | Size | Open | 6x | 13x | 26x | 52x |
|------------------|---------------------------------|---------|---------|---------|---------|---------|
| Full Page | 6col x 21" | \$8,990 | \$8,540 | \$8,090 | \$7,640 | \$7,190 |
| Half Page | 6 col x 10.5" or 3 col x 21" | \$4,650 | \$4,420 | \$4,185 | \$3,955 | \$3,720 |
| 1/4 Page | 3col x 10.5" | \$2,450 | \$2,330 | \$2,205 | \$2,085 | \$1,960 |
| 1/8 Page | 3col x 5.25" | \$1,235 | \$1,175 | \$1,110 | \$1,050 | \$990 |
| 1/16 Page | 2col x 4" | \$640 | \$610 | \$575 | \$545 | \$510 |

For Friday Tropical Life: Weekend rates, please refer to rate card R1.

Sunday Rates

| | Size | Open | 6x | 13x | 26x | 52x |
|------------------|---------------------------------|----------|----------|----------|----------|----------|
| Full Page | 6col x 21" | \$12,600 | \$11,970 | \$11,340 | \$10,710 | \$10,080 |
| Half Page | 6 col x 10.5" or 3 col x 21" | \$6,550 | \$6,225 | \$5,895 | \$5,570 | \$5,240 |
| 1/4 Page | 3col x 10.5" | \$3,400 | \$3,230 | \$3,060 | \$2,890 | \$2,720 |
| 1/8 Page | 3col x 5.25" | \$1,735 | \$1,650 | \$1,560 | \$1,475 | \$1,390 |
| 1/16 Page | 2col x 4" | \$892 | \$845 | \$805 | \$760 | \$715 |

Color rates 50% off regular Miami Herald Retail color rates.
 See rate card R10 for color rates.

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.

