

# 2011 El Nuevo Herald Local Business Advertising Rates

2011 R16

## El Nuevo Herald

El Nuevo Herald is a Spanish-language newspaper published seven days a week. Contract advertisers of The Miami Herald automatically qualify for the same volume level on their bulk El Nuevo Herald contracts without signing a new contract. Free translation is available up to 24 hours prior to regular deadline. Translated ads must be the same size or larger and contain the same copy points and can be based on a 6 column x 21 inch page size. Local Business rates apply to non-franchise business entities with no more than two locations in the South Florida DMA.

## 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.

## LOCAL BUSINESS RATES

Per column inch rates apply to all El Nuevo Herald sections

<b>Daily</b>	<b>Sunday</b>
\$29.00 per column inch	\$35.00 per column inch

## EL NUEVO HERALD CONTENT THEMED SECTIONS

Day of Week	Content	Section Name
Monday	Financial News	Negocios con Bloomberg News
Wednesday	Health, Food, Arts & Entertainment	Viva Mas/Sabores
Friday	Weekend Entertainment	Viernes
Sunday	Hispanic Society/Events & Style	De Fiesta/Estilo
	Travel	Pasaportes
	Arts & Literature	Artes y Letras
	Home & Design	Hogar

## EL NUEVO HERALD THEMED SECTIONS FULL PAGE RATES

	OPEN	6X	13X	26X	52X
Negocios   Sabores					
Viva Mas   Aplausos   Viernes	\$1,205	\$1,135	\$1,070	\$1,035	\$1,005
Artes y Letras	3,145	2,995	2,815	2,680	2,535

Color rates 50% off regular El Nuevo 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 Display Advertising Offices:

Display Advertising Main Office..... 866-766-2820  
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.