

2011 Classified Real Estate Advertising Rates

2011 REI

The Miami Herald*/El Nuevo Herald Classified Residential and Rental Real Estate Rates

Classified Real Estate advertising runs Monday through Sunday in The Miami Herald and/or El Nuevo Herald, with an expanded classified Real Estate Section in Saturday's Miami Herald and Sunday's Miami Herald and/or El Nuevo Herald.

Level	ZONED AVAILABLE SATURDAY & SUNDAY ONLY											
	The Miami Herald			The Miami Herald North or South Dade			The Miami Herald North or South w/Broward			El Nuevo Herald		
	1X	2X-13X	14X-30X	1X	2-13X	14X-30X	1X	2-13X	14X-30X	1X	2-13X	14X-30X
\$300,000	\$4.39	\$2.63	\$1.98	2.77	1.66	1.25	3.04	1.83	\$1.37	3.14	1.88	1.42
100,000	5.68	3.41	2.56	3.58	2.15	1.61	3.55	2.13	1.59	4.06	2.44	1.83
50,000	6.11	3.67	2.75	3.85	2.31	1.73	4.06	2.44	1.83	4.37	2.62	1.96
15,000	6.84	4.10	3.08	4.31	2.58	1.94	4.74	2.84	2.13	4.89	2.93	2.20
3,000	7.43	4.46	3.34	4.68	2.81	2.10	4.93	2.97	2.22	5.31	3.19	2.38
OPEN	16.81	10.09	7.56	10.59	6.36	4.76	11.17	6.71	5.02	12.01	7.21	5.40

El Nuevo Herald Pick-up

Level	1X	2X-13X	14X-30X
\$300,000	1.11	0.67	0.50
100,000	1.28	0.77	0.57
50,000	1.28	0.77	0.57
15,000	1.28	0.77	0.57
3,000	1.28	0.77	0.57
OPEN	1.76	1.06	0.79

Terms and Conditions

- Ads must run on consecutive days in classified real estate section to earn frequency discount
- All solid set ads require 3-line minimum
- All advertising revenue applies toward annual commitment
- Advertisers must sign an annual revenue contract to be entitled to these rating structures
- Realtors running on courtesy rates need to give 30 days cancellation notice
- All rates are net

Add-ons

In-Column Logos: Logos are charged at your corresponding line rate

Bold & Borders: Bold copy within an ad = \$0.95 per line.

Border around a solid set ad will be billed only for the space it occupies

In-Column Photos: Includes 13-line photo in print and 1 photo online (iPIX)
One Day: \$40 Two Days: \$80.00

Mobile Rates

Mobile component where each print ad contains a mobile text number allowing a user to upload the ad or an enhanced ad to their phone.

1-7 days: \$10 ; 8-28 days: \$20

Open House Directory

The Miami Herald/El Nuevo Herald

5 lines (5 lines x 1 column)

Runs in The Miami Herald Saturday South Florida Home or Sunday Home & Design and Sunday El Nuevo Herald Hogar Classified Real Estate Sections

7 Day online with 5 iPIX Photos

Rate: \$29

Additional Lines: \$5

Open House Display

The Miami Herald Home & Design/El Nuevo Herald Hogar

	2 x 2"	2 x 3"	2 x 4"	2 x 5"
Sunday Combo	\$315	\$477	\$630	\$792
Pick-up	\$117	\$171	\$234	\$288

(Saturday South Florida Home)

Solid Set (Liner) Packages

Print & Online Resale & Rental Packages

The following solid set packages run in The Miami Herald, El Nuevo Herald and MiamiHerald.com and includes 5 iPIX photos online.

The Miami Herald & El Nuevo Herald			
Days	Lines	Price	Extra Lines
2	3	\$ 59.00	\$ 4.92
7	3	129.00	15.89
21	3	319.00	26.58

*Any two consecutive days

Additional \$14.95 to include 20 photos online

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.

Deadlines

Saturday South Florida Home

Space Deadlines:

ROP: Tuesdays, 1:00 p.m.
Classified Display: Wednesdays, 4:00 p.m.
Classified Liners: Thursdays, 12:00 noon

Sunday Home & Design and Hogar

Space Deadlines:

ROP: Wednesdays, 2:00 p.m.
Classified Display: Thursdays, 5:00 p.m.
Classified Liners: Fridays, 12:00 noon

Miscellaneous Notes

- For information regarding contacts/polices/terms, please refer to Contracts/Polices/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 line 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 Classified Advertising Offices:

Classified Advertising Main Office 866-860-6000
Email adinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.
All rates current at time of publication.