

# 2011 Classified Real Estate Advertising Rates

2011 RE1B

## The Miami Herald\*/El Nuevo Herald Display Package Rates

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

		South Florida Home SATURDAY			Home & Design + Hogar SUNDAY			South Florida Home + Home & Design + Hogar		
Frequency		Full Run	Broward & North Zones	South Zone	Full Run	Broward & North Zones	South Zone	Full Run	Broward & North Zones	South Zone
1x	Full Page	\$3,600	\$2,160	\$1,080	\$7,722	\$7,510	\$5,830	\$10,190	\$8,703	\$6,219
1x	1/2 Page	1,980	1,188	594	4,633	3,575	3,080	5,952	4,287	3,307
1x	1/4 Page	1,089	653	327	2,432	1,980	1,705	3,169	2,370	1,829
1x	1/8 Page	572	343	172	1,277	990	895	1,664	1,200	960
1x	1/16 Page	300	180	90	670	520	470	874	630	504
1x	1/32 Page	158	95	47	352	273	247	459	331	265
2x-3x	Full Page	\$3,214	\$1,929	\$964	\$6,895	\$6,435	\$5,225	\$9,098	\$7,527	\$5,570
2x-3x	1/2 Page	1,768	1,061	530	4,137	3,355	2,970	5,314	3,974	3,150
2x-3x	1/4 Page	937	562	281	2,172	1,760	1,595	2,798	2,090	1,688
2x-3x	1/8 Page	492	295	148	1,140	924	837	1,469	1,097	886
2x-3x	1/16 Page	258	155	77	599	485	440	771	576	465
2x-3x	1/32 Page	136	81	41	314	255	231	405	302	244
4x-6x	Full Page	\$3,000	\$1,800	\$900	\$6,435	\$5,170	\$4,180	\$8,492	\$6,273	\$4,572
4x-6x	1/2 Page	1,560	936	468	3,539	2,635	2,365	4,589	3,214	2,550
4x-6x	1/4 Page	835	501	250	1,858	1,595	1,265	2,423	1,886	1,364
4x-6x	1/8 Page	451	270	135	976	880	605	1,284	1,035	666
4x-6x	1/16 Page	241	145	72	512	462	318	678	546	351
4x-6x	1/32 Page	127	76	38	269	243	167	356	287	184
Color Add-ons		\$1,000	\$500	\$500	\$1,500	\$1,000	\$1,000	\$2,500	\$1,500	\$1,500

## Terms and Conditions

- All advertising revenue applies toward annual commitment
- Realtors running on courtesy rates need to give 30 days cancellation notice
- All rates are net
- Ad sizes need to stay consistent
- Advertisers can change artwork
- Can mix zones and full run within month towards frequency discount
- Frequency based on one-month period
- No other discounts apply

## Deadlines

### Saturday - South Florida Home

#### Space Deadline:

ROP	Tuesday, 1:00 PM
Classified Display	Wednesday, 4:00 PM
Classified Liners	Thursday, 12:00 Noon

### Sunday - Home & Design & Hogar

#### Space Deadline:

ROP	Wednesday, 2:00 PM
Classified Display	Thursday, 5:00 PM
Classified Liners	Friday, 12:00 Noon

Note: Add 24 hours for translations

## 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.

## Miscellaneous Notes

For information regarding contacts/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).

## 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.

**Saturday South Florida Home, Sunday Home & Design and Sunday Hogar**

Contract Size	Full Run	Broward & North Zones	South or Broward
Open Rate	\$295.94	\$182.71	\$158.77
\$15,000	211.16	131.01	109.11
\$100,000	206.38	128.26	106.58
Color			
Full color	\$7,072	\$3,671	\$3,357
2 Color	5,891	3,058	\$2,796
1 Color	4,364	2,265	2,071

**Saturday South Florida Home and Sunday Hogar**

Contract Size	Full Run	Broward & North Zones	South or Broward
Open Rate	\$283.65	\$157.96	\$149.26
\$15,000	203.67	116.64	102.95
\$100,000	198.93	114.23	100.46
Color			
Full color	\$3,667	\$2,081	\$1,804
2 Color	3,055	1,733	1,503
1 Color	2,262	1,284	1,113

**Front Cover Advertorial Add On - South Florida Home & Hogar**

1X	2X - 3X	4X - 6X
\$2,000	\$1,450	\$1,200

**Jewel Box Rates**

South Florida Home, Home & Design and Hogar

1X	2X - 3X	4X - 6X
\$3,780	\$3,540	\$3,320

Jewel Box Size = 2 x 4"

**Includes Full Color**

Home & Design and Hogar

1X	2X - 3X	4X - 6X
\$2,230	\$2,090	\$1,970

South Florida Home

1X	2X - 3X	4X - 6X
\$1,550	\$1,450	\$1,350

