

# 2011 Classified Real Estate Commercial Advertising Rates

2011 RE4

Classified Commercial Real Estate advertising runs Monday through Sunday in The Miami Herald and El Nuevo Herald. An expanded South Florida Home can be found in The Miami Herald on Saturday. On Sunday, both The Miami Herald and El Nuevo Herald feature Home & Design and Hogar. On Mondays, commercial real estate listings can be found in The Miami Herald's Business Monday tabloid and in El Nuevo Herald's Negocios con Bloomberg. All commercial solid set ads appear online for 7 days on MiamiHerald.com and the Cityfeet.com Network, regardless of print run.

## 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 rates are for both solid set and display
- All advertising revenue applies toward annual commitment
- Advertisers must sign an annual revenue contract to be entitled to these rating structures

## Commercial Deadlines

Saturday South Florida Home  
Wednesday, 3:00 p.m.  
Commercial Display Package  
Wednesday, 5:00 p.m.

## 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/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).

All rates current at time of publication.

\* 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.

### The Miami Herald

	1X	2X - 13X	14X+
\$300,000	\$6.06	\$3.64	\$2.73
100,000	6.93	4.16	3.12
50,000	7.75	4.65	3.49
15,000	8.38	5.03	3.77
3,000	8.99	5.39	4.05
OPEN	18.06	10.84	8.13

### El Nuevo Herald

	1X	2X - 13X	14X+
\$300,000	\$4.33	\$2.60	\$1.95
100,000	4.96	2.97	2.23
50,000	5.53	3.32	2.49
15,000	5.78	3.47	2.60
3,000	6.42	3.86	2.89
OPEN	12.90	7.75	5.81

### El Nuevo Herald Pick-up

	1X	2X - 13X	14X+
\$300,000	\$1.11	\$0.67	\$0.50
100,000	1.28	0.77	0.58
50,000	1.28	0.77	0.58
15,000	1.28	0.77	0.58
3,000	1.28	0.77	0.58
OPEN	1.76	1.05	0.79

### Add-On's

- In-column 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.