

2009 Classified Automotive Advertising Rates

The Miami Herald*/El Nuevo Herald

8/09 A4

The Miami Herald* and El Nuevo Herald

Rate Grid #3A

(Solid Set Ad Rates - excluding Employment)

The Miami Herald

Full Run Zone Rates

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$8.74	\$7.84	\$6.62	\$4.97	\$4.56	\$3.27
14	8.85	7.94	6.73	5.04	4.64	3.34
7	8.97	8.06	6.83	5.10	4.68	3.37
3	9.87	8.85	7.49	5.61	5.15	3.70

Broward Zone Rates**

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$1.49	\$1.33	\$1.13	\$0.84	\$0.78	\$0.56
14	1.50	1.35	1.14	0.86	0.79	0.57
7	1.52	1.37	1.16	0.87	0.80	0.57
3	1.68	1.46	1.27	0.95	0.88	0.63

North Dade or South Dade Zone Rates**

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$5.07	\$4.55	\$3.84	\$2.88	\$2.64	\$1.90
14	5.13	4.61	3.90	2.92	2.69	1.94
7	5.20	4.67	3.96	2.96	2.71	1.95
3	5.72	5.13	4.34	3.25	2.99	2.15

Broward/North Dade or Broward/South Dade**

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$5.55	\$4.97	\$4.20	\$3.14	\$2.89	\$2.08
14	5.60	5.04	4.26	3.20	2.94	2.12
7	5.68	5.11	4.33	3.24	2.97	2.13
3	6.26	5.56	4.74	3.55	3.27	2.35

3-line minimum

Pick up into El Nuevo Herald: \$0.95 per line

**Saturday only

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, Christmas Day, Day after Christmas, Day after Superbowl, Election Day, Day after Election and Day after Thanksgiving.

These days are charged at the Sunday contract rate and include Sunday pricing of color and any other applicable premiums.

EL NUEVO HERALD SOLO

El Nuevo Herald rate will be billed at 50% of The Miami Herald full run contract rate.

FREQUENCY DISCOUNT & COPY CHANGES

• Ads must be the same size, same copy, and run consecutive days in order to earn the frequency rate.
• Ads running 7 days or more will be permitted one copy change.

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call the Classified Advertising Department at 305-376-2671 (from Broward, call toll-free 954-764-7026, ext. 2671).

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 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.