

Classified Automotive Advertising Rates

ADRE132 10/07 A3

The Miami Herald* and El Nuevo Herald Mid Size Local Automotive Dealership Annual Frequency Revenue Contract Rate

Revenue Commitment	Classified The Miami Herald Line Rate	Classified Broward Zoned Line Rate	Classified North Dade or South Dade Zoned Line Rate	Classified Broward/North Dade or Brow./South Dade Combo Line Rate	Retail The Miami Herald Daily & Sunday Inch Rate	Retail Broward Zoned Daily & Sunday Inch Rate
\$1,000,000	\$3.13	\$0.53	\$1.82	\$1.88	\$73.03	\$12.37
800,000	3.22	0.55	1.87	1.94	75.13	12.83
650,000	3.43	0.58	1.99	2.06	80.03	13.53
400,000	3.65	0.62	2.12	2.19	85.17	14.47
200,000	3.94	0.67	2.29	2.37	91.93	15.63

Pick up into El Nuevo Herald:

Classified Line Rate
\$0.83

Retail Daily & Sunday
\$19.37

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

Terms and Conditions for \$200,000-\$1,000,000 frequency levels:

- Advertiser is required to run a Miami Herald or zoned classified display ad 16 days per month based on the annual commitment.
- Line rates apply to automotive classified display advertising; retail inch rates apply to automotive retail display advertising. Solid set ads (excluding employment advertising) will be billed at Rate Card 3A. All of these rates will be protected for the term of the advertiser's contract.
- El Nuevo Herald rates will be protected for the term of the advertiser's contract.
- The classified display ad (rate holder) size is a full run 420 line ad/30" ad or a 1/4 page formatted (735 line/52.5") zoned ad.
- Advertiser can upgrade their ad size at their contract rate.
- Full page (10 col. x21"), 1/2 page (10 col. x10.5" or 5 col. x21") or 1/4 page (5 col. x10.5") "formatted" zoned ads will apply toward frequency.
- Employment advertising and all other advertising, including advertising in Retail zoned products, the Broward Local Section, Print & Deliver, Miami Herald Values, Special Sections, The Miami Herald International Edition, Direct Mail (excluding postage) and any advertising other than 6- or 10-column Automotive advertising will be billed at the applicable rates in the then-current standard ratecard.
- The 13x retail rate structure will apply to Neighbors, De Fiesta/Estilo and Viernes. These rates will be protected for the term of the advertiser's contract.
- Employment advertising will be billed at the applicable rates in the then-current standard rate card at the following levels:

Automotive Contract	Corresponding Employment Contract (Employment rates are non-commissionable)
\$15,000 - \$800,000	\$15,000
\$1 million - \$2.4 million	\$25,000
- Premium charges apply to Business Monday, Weekend, Stock Island position, Theater, Amusements, Comics, Bold, and any free-form advertising. These charges will be billed at the applicable rates in the then-current standard rate card.
- 6-, 7- and 8-column classified automotive ads in The Miami Herald & El Nuevo Herald that are more than 10.5" deep will be billed at 10% premium over and above the cost of the ad.
- 9-column ads will not be accepted.
- Ads that exceed 18" in depth, in any column width, will be billed full depth (21").
- The name of the advertiser's dealership must be prominently displayed in their ads.
- Color charges will be billed at the applicable rates in the then-current standard rate card with the following discounts: 50% discount on the color portion of full run, 10-column classified or 6-column ROP advertising published Monday, Tuesday, Wednesday or Thursday.
- All dealerships/franchises with a \$50,000+ contract must be listed on a daily basis in the Automotive Directory with a 2-line minimum and will be billed at \$7.48 per directory line. These rates will be protected for the term of the advertiser's contract.
- All advertising revenue applies toward total annual commitment unless otherwise stated.
- Contracts are non-rebatable.
- Advertisers must sign an annual frequency/revenue contract to be entitled to its rating structure.
- Contract must be signed and start by December 1, 2007 to be entitled to 2007 rates.

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 and The Miami Herald International Edition may be purchased separately or in tandem with other MHMC products.