

# Classified Automotive Advertising Rates

ADRE194 01/09 A1

## The Miami Herald\*/el Nuevo Herald/The Miami Herald International Edition Bulk Local Dealership Annual Contract Rates

Revenue Commitment	Classified The Miami Herald Line Rate	ZONED AVAILABLE SATURDAY ONLY			Retail The Miami Herald Daily & Sunday Inch Rate	Retail Broward Zoned Daily & Sunday Inch Rate
		Classified Broward Zoned Line Rate	Classified North Dade or South Dade Zoned Line Rate	Classified Broward/N. Dade or Broward/S. Dade Combo Line Rate		
\$2,400,000	\$2.50	\$0.43	\$1.45	\$1.50	\$58.33	\$10.03
2,200,000	2.55	0.43	1.48	1.53	59.50	10.03
2,000,000	2.66	0.45	1.54	1.59	62.07	10.50
1,800,000	2.78	0.47	1.61	1.66	64.87	10.97
1,600,000	2.94	0.50	1.71	1.77	68.60	11.67
1,400,000	3.06	0.52	1.77	1.83	71.40	12.13
1,200,000	3.22	0.55	1.87	1.94	75.13	12.83
1,060,000	3.38	0.57	1.96	2.02	78.87	13.30
1,000,000	3.48	0.59	2.02	2.09	81.20	13.77
800,000	3.67	0.62	2.13	2.20	85.63	14.47
650,000	3.89	0.66	2.26	2.34	90.77	15.40
400,000	4.14	0.70	2.40	2.48	96.60	16.33
200,000	4.48	0.76	2.60	2.69	104.53	17.73
100,000	4.87	0.83	2.82	2.92	N/A	N/A
50,000	5.31	0.90	3.08	3.18	N/A	N/A
25,000	6.20	1.05	3.60	3.72	N/A	N/A
15,000	6.80	1.16	3.94	4.08	N/A	N/A
OPEN	7.66	1.30	4.44	4.59	N/A	N/A

### 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 Inauguration, Day after Superbowl and Day after Thanksgiving. 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.

#### Pick-up into The Miami Herald International Edition: 50¢ per line

	Classified Line Rate	Retail Daily and Sunday Inch Rate
<b>PICK UP INTO EL NUEVO HERALD:</b>		
\$1.06 million through \$2.4 million	\$0.92	\$21.44
\$200,000 through \$1 million	0.95	22.17
Open through \$100,000	0.95	22.17

#### El Nuevo Herald Solo

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

#### NOTE:

- Rates for contracts \$2.5 million and above are available upon request.

### 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).

**Terms and Conditions (Open – \$2.4 million):**

1. Line rates apply to automotive Classified Display, Solid Set line ads (excluding Employment) and Retail Advertising for \$1.06 million and above advertisers. All others will be billed at their contract rate for Automotive Classified Display and Retail Advertising and Rate Card 3A for solid set. All of these rates will be protected for the term of the advertiser's contract.
2. El Nuevo Herald rates will be protected for the term of the advertiser's contract.
3. No frequency or minimum ad size required for display advertising. However, Classified Automotive zoned display ads must run in the following formatted ad sizes: full page (10 col. x 21"), 1/2 page (10 col. x 10.5" or 5 col. x 21"), 1/4 page (5 col. x 10.5"), 1/8 page (5 col. x 5" or 3 col. x 8.5").
4. Employment advertising and all other advertising, including advertising in Retail zoned products, The Miami Herald Broward Edition Local Section, Print & Deliver, Miami Herald Values, Special Sections, The Miami Herald International Edition, Miami Herald Direct (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 rate card.
5. The 13x retail rate structure will apply to Neighbors, De Fiesta/Estilo and Viernes for \$200,000– \$2,400,000 advertisers. These rates will be protected for the term of the advertiser's contract. All other advertising will be billed at the regular retail rate.
6. Employment advertising will be billed at the applicable rates in the 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
7. Premium charges apply to Business Monday, Weekend, Stock Island position, Theatre, Amusements, Comics, Bold and any free-form advertising. These charges will be billed at the applicable rates in the then-current standard rate card.
8. 6-7- and 8-column classified automotive ads in The Miami Herald and El Nuevo Herald that are more than 10.5" deep, will be billed a 10% premium over and above the cost of the ad.
9. 9-column ads will not be accepted.
10. Ads that exceed 18" depth, in any column width, will be billed full depth (21").
11. Color charges will be billed at the applicable rates in the then-current standard rate card with the following color discounts:

The following color discounts will apply for open rate – \$1 million contracts:

  - 50% discount on the color portion of full run, 10-column classified advertising and 6-column ROP published Monday, Tuesday, Wednesday or Thursday.

The following color discounts will apply for \$1.06 million – \$2.4 million contracts:

- 25% discount on the color portion of the full run of The Miami Herald, 6-column retail advertising.
  - 25% discount on the color portion of the full run of El Nuevo Herald retail and classified advertising.
  - 25% discount on the color portion of the full run of The Miami Herald, 10-column classified advertising published Friday, Saturday or Sunday.
  - 50% discount on the color portion of the full run of The Miami Herald, 10-column classified advertising and 6-column ROP published Monday, Tuesday, Wednesday or Thursday.
12. All dealerships/franchises with a \$50,000+ contract must be listed on a daily basis in the Automotive Directory with a 2-line minimum, to be billed at \$7.48 per directory line. These rates will be protected for the term of the advertiser's contract.
  13. The name of the advertiser's dealership must be prominently displayed in their ads.
  14. All advertising revenue applies toward total annual commitment unless otherwise stated.
  15. Contracts are non-rebatable.
  16. Advertisers must sign an Annual Revenue Contract to be entitled to its rating structure.
  17. Contract must be signed and start by December 1, 2007 to be entitled to 2007 rates.

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.**

*\* 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.*