

2009 Dealer Association Automotive Advertising Rates

8/09 A6

The Miami Herald/El Nuevo Herald Monday-Friday, Saturday & Sunday Incentive Rates

		MONDAY-FRIDAY COMBO <i>The Miami Herald w/El Nuevo Herald</i>	SATURDAY, SUNDAY & HOLIDAY COMBO <i>The Miami Herald w/El Nuevo Herald</i>
Open	Full Page	\$5,040	\$6,300
	1/2 Page	3,060	3,800
8 week	Full Page	\$4,500	\$5,700
	1/2 Page	2,800	3,400
12 week	Full Page	\$4,100	\$5,100
	1/2 Page	2,500	3,100
16 week	Full Page	\$3,400	\$4,200
	1/2 Page	2,050	2,600

Color Rates

Sizes	Mon-Fri	Sat & Sun
1 color	\$1,300	\$1,570
2 color	\$1,730	\$2,090
Full color	\$2,120	\$2,560

Terms and Conditions

1. Rate amounts are NET.
2. Rates apply to full, half page broadsheet or tab.
3. Minimum two ads per week over contracted period for frequency incentive rates.
4. All rates current at time of publication

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 Saturday/Sunday rate and include Sunday pricing of color and any other applicable premiums.

Contact Information

For more information on these and other Miami Herald products, contact Ed LeDuc, your Miami Herald representative at 305-376-2692.

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 flat rates.*