

2009 Classified Automotive Advertising Rates

The Miami Herald*/El Nuevo Herald

8/09 A9

The Miami Herald* and El Nuevo Herald Automotive In-Column Advertising Features

1. CLASSIFICATIONS

- 1302 - Auto Loans
- 1303 - Recreational Vehicles/Campers
- 1315 - Motorcycles/Mopeds/Scooters
- 1325 - Heavy Trucks/Trailers/Buses
- 1327 - Vans
- 1329 - Pickups
- 1331 - Sport Utility Vehicle/4-Wheel Drive
- 1335 - Collector's Cars
- 1341 - Auto Parts/Services
- 1343 - Automobile Rentals
- 1344 - Limousines
- 1345 - Autos for Sale
- 1347 - Autos Wanted
- 1356 - Miscellaneous Autos

2. BOLD

Enhance in-column ads with bold copy for 95¢ a line.

3. BORDERS

In-column advertising is accented with borders around the entire ad. Borders are billed for the space they occupy.

4. SCREENS

Shading or screening makes in-column advertising stand out for only \$1.00 per line. It is available in all Miami Herald products. Borders or logos are not available with screening.

5. ATTENTION COMPELLERS

Your Classified ad demands recognition with an eye-catching Attention Compeller. Choose an impactful icon: a huge dollar sign, an automobile logo or seasonal symbols like a shamrock for St. Patrick's Day, or a Halloween pumpkin. Or use descriptive headlines — from "Cream Puff" to "Low Miles" — designed to grab prospective buyers' attention.

6. LOGOS

Contract advertisers can include their company logo in their in-column ads.

7. EL NUEVO HERALD PICK UP RATE

95¢ per line. Contract advertisers with spending commitment of \$1.06 million to \$2.4 million, 92¢ per line; \$2.5 million and above, 90¢ per line. Free translation is available up to 24 hours prior to regular deadline.

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.

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 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.

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.