

Classified Automotive Advertising Rates

ADRE132 1007 A8

The Miami Herald* and El Nuevo Herald Local Automotive Dealership Remnant Rates

4 DAY SCHEDULE: MONDAY THROUGH THURSDAY

Remnant ad will be scheduled for Monday. If not published on Monday, it will be rescheduled for Tuesday through Thursday. No guarantee that remnant ad will publish. If ad runs, there is no guarantee of publication date. Ad will appear in Automotive section.

AD SIZE	RATES
10 x 21" (full page)	\$10,790
10 x 10.5" (half page)	5,395
5 x 21" (half page)	5,395
5 x 10.5" (quarter page)	2,695
5 x 5"	1,285
3 x 8.5"	1,310

3 DAY SCHEDULE: FRIDAY THROUGH SUNDAY

Ad will be scheduled for Friday. If not published on Friday, it will be rescheduled for Saturday or Sunday. No guarantee that ad will publish. If ad runs, there is no guarantee of publication date. Ad will appear in Automotive section.

AD SIZE	RATES
10 x 21" (full page)	\$11,435
10 x 10.5" (half page)	5,720
5 x 21" (half page)	5,720
5 x 10.5" (quarter page)	2,860
5 x 5"	1,360
3 x 8.5"	1,390

Terms and Conditions

- All remnant ads must be camera-ready. No copy changes are allowed during the insertion period.
- Remnant ads are not accepted for the fulfillment of the advertiser's standard advertising space and revenue contracts.
- Remnant advertising is subject to all requirements and mechanical specifications contained in The Miami Herald rate card.
- Rates are subject to 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 flat 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.*