

*Move into the fast lane with local automotive*



## “Pad of Ads”

“Pad of Ads” are very affordable local automotive ads in the Automotive Classified section, available in lots of 10 or 25 (see rates at right). Ads run on a space-available basis, usually within 30 days. More than one ad may appear on the same day.

“Pad of Ads” are available zoned on Saturdays. Each “pad of ads” features a single creative message. There is no limit to the number of pads you can buy.

*Order the “Pad of Ads” that fits your needs.*

### **The Roadster**

Each Roadster pad features your custom advertising message on 25 ads within the Automotive Classified section.

#### Rates

	1 col x 2"	2 col. x 1"	1 col. x 1.5"	1 col. x 1"
South Dade Zone*	\$232	\$232	\$174	\$116
North Dade Zone*	232	232	174	116
Broward Zone*	205	205	154	103
El Nuevo Zone	219	219	164	110
<b>Total Package</b>	<b>\$888</b>	<b>\$888</b>	<b>\$666</b>	<b>\$445</b>

### **The Sedan**

Each Sedan pad consists of 10 ads within the Automotive Classified section.

#### Rates

	2 col. x 3"	3 col. x 2"
South Dade Zone*	\$278	\$278
North Dade Zone*	278	278
Broward Zone*	246	246
El Nuevo Zone	260	260
<b>Total Package</b>	<b>\$1,062</b>	<b>\$1,062</b>

*For more information, please contact your Miami Herald advertising representative or call 305-376-2671 in Miami-Dade, or 954-764-7026, ext. 2671 in Broward.*

\*Saturdays Only