

Classified CareerBuilder National Advertising Rates

ADRE194 11/08 E1B

The Miami Herald*/el Nuevo Herald National Contract & Non-Contract CareerBuilder Rates

The Miami Herald & el Nuevo Herald Rates - National

1X	2X	3X - 6X
\$33.53	\$17.28	\$15.53 (per line)

The Miami Herald/el Nuevo Herald

Contract Levels	1X	2-6X	7X+	
\$5,000 to	\$9,999	\$19.14	\$11.42	\$10.64
10,000 to	14,999	18.62	10.49	10.12
15,000 to	24,999	17.83	10.13	9.60
25,000 to	49,999	17.02	9.35	8.07
50,000 to	99,000	16.23	8.92	7.80
100,000 to	249,000	15.44	8.49	7.29
	250,000	14.11	7.78	6.78

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, 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.

Terms and conditions

1. Advertisers must have a signed revenue contract in effect. (Minimum \$5,000 per year spending.)
2. Net spending is required for fulfillment of contract levels.
3. All rates are 15% commissionable to RECOGNIZED ADVERTISING AGENCIES (unless otherwise stated).
4. Dollar Volume Bundled Contracts - Additional discounts available for contract spending at \$100,000 or above (ask your advertising representative).
5. Ads must run consecutively to benefit from frequency rates.

Deadlines

Daily: Two days prior, 3 p.m. **Sunday:** Friday: 12 noon.

Ad Enhancement Opportunities

1. Box charge \$200 per ad (net).
2. Full color charge: \$3,945.
3. Spot color charge: \$2,430.
4. Bold copy within an ad = 95¢ per line per publication.
5. Borders around solid set ads can enhance your message. Borders are billed for the space they occupy.

CareerBuilder Solutions

Niche Product CareerBuilder Extra

Full Page/Full Color for less than \$1,250
Over 30K copies distributed weekly. Call for frequency discounts.

CareerBuilder Packages

The Miami Herald/el Nuevo Herald and CareerBuilder.com. Print and online.
As low as \$499

CareerBuilder Online Postings

1 Job	\$419 each
3	\$1170 each
5	\$1750 each
10	\$3400 each
25	\$6000 each

Postings must be used within 90 days of purchase.

CareerBuilder Resume Database

1 week DMA*/All Categories \$400
2 weeks DMA*/All Categories \$900
Call for frequency discounts.

*DMA - Miami/Fort Lauderdale

Brand Builder Profile

As low as \$312/month

Online Solutions

Employment TV

www.miamiherald.com/employmenttv/

Employment TV is online video on the MiamiHerald.com jobs channel. Present your job openings in a cost-effective, eye-catching format. You can profile your company or feature specific positions. We do all the production work for you.

GP2W

<http://pd.miami.com/gp2w/>

Great Places to Work is a micro-site on the MiamiHerald.com jobs channel that allows you to develop an employment brand and drive candidates to your website. Your profile displays information about your company, current opening, benefits, contact information, maps, and anything else you'd like to include to set yourself apart from the competition.

Virtual Career Fair

<http://www.virtualcareerevent.com/miami/>

The Miami Herald hosts quarterly virtual career fairs, unique online career events delivering local candidates 24/7. The customized fair website links from the MiamiHerald.com jobs channel and makes your company profile and positions available in both web listing and video profile formats. Your own response manager will collect candidate profiles and resumes. You can identify and rank candidates by location, skill, education and more. It's quick and easy for both you and jobseekers, and the results are immediately visible.

Please contact your Miami Herald recruitment representative for more online package information.

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call our Classified Advertising Offices:
Main Office 1-866-860-6000
Recruitment Manager 305-376-3150

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).

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.