

# Classified Merchandise Advertising Rates

ADRE132 03/08 CM

## The Miami Herald\* and El Nuevo Herald – Merchandise Contract Rates

The Miami Herald			
CONTRACT SIZE (Dollar Volume)	1X Per Line	2X-6X Per Line	7X Per Line
<b>Open Rate</b>	\$20.35	\$20.35	\$20.35
<b>\$2,000</b>	11.79	7.50	5.36
<b>\$5,000</b>	10.71	6.70	4.82
<b>\$20,000</b>	9.64	6.17	4.29
<b>\$50,000+</b>	6.43	4.29	3.22

### 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 Superbowl, Election Day, Day after Election and Day after Thanksgiving. These days are charged at the Sunday contract rate and include Sunday pricing of color and any other applicable premiums.

**Pick-up into El Nuevo Herald:** \$1.62 per line

**Bold:** Bold copy within an ad = \$0.95 per line (net)

### Terms and Conditions

Contract rates shortrate to the earned level or open rate when contract is not fulfilled. Ads must run on consecutive days in Classified to earn frequency discount. All rates are for both solid set and display Classified advertising.

### Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call our Advertising Offices:

Main Office ..... 305-350-2222  
 Email ..... adinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.

**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 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.