

2009 Classified Real Estate Advertising Rates

9/09 RE3

The Miami Herald*/El Nuevo Herald - Developer Rates

Real Estate Per Column Inch Rates (PCI)

Saturday South Florida Home

Contract Size	The Miami Herald	North and Broward	North, South or Broward
Open Rate	\$189.07	\$131.31	\$100.82
\$12,500	135.50	94.12	72.24
\$100,000+	132.32	91.91	70.57
Color			
Full Color	\$3,410	\$1,600	\$1,435
2 Color	2,780	1,300	1,170
1 Color	2,020	945	850

Sunday Home & Design (PCI)

Contract Size	The Miami Herald	North and Broward	North, South or Broward
Open Rate	\$261.18	\$147.85	\$137.94
\$12,500	190.62	114.00	100.68
\$100,000+	185.77	111.39	98.11
Color			
Full Color	\$3,900	\$1,825	\$1,640
2 Color	3,250	1,520	1,365
1 Color	2,405	1,125	1,010

Sunday - Hogar (PCI)

Contract Size	El Nuevo Herald Daily	El Nuevo Herald Sunday
Open Rate	\$68.60	\$75.98
\$12,500	63.78	70.93
\$100,000+	57.27	63.62
Color		
Full Color	\$1,174	\$1,256
2 Color	967	1,035
1 Color	794	849

Franchise Positions (PCI)

Business Monday, Weekend, 2 A, Stock Island

Contract Size	Daily	Sunday
Open Rate	\$214.81	
\$12,500	158.25	
\$100,000+	154.59	
Color		
Full Color	\$3,410	\$3,900
2 Color	2,780	3,250
1 Color	2,020	2,405

Section A and ROP (PCI)

Contract Size	Daily	Sunday
Open Rate	\$189.07	\$261.18
\$12,500	135.50	190.62
\$100,000+	132.32	185.77
Color		
Full Color	\$3,410	\$3,900
2 Color	2,780	3,250
1 Color	2,020	2,405

Real Estate (Line Rates)

The Miami Herald/El Nuevo Herald Combo

Contract Size	1X	2X - 13 X	14X +
Open Rate	\$18.57	\$11.15	\$8.35
\$12,500	8.71	5.23	3.91
\$100,000+	6.96	4.18	3.13

Deadlines

Saturday South Florida Home

Space Deadlines

ROP:	Tuesdays, 1:00 p.m.
Classified Display:	Wednesdays, 4:00 noon
Classified Liners:	Thursdays, 12:00 noon

Sunday Home & Design and Hogar

Space Deadlines

ROP:	Wednesdays, 2:00 p.m.
Classified Display:	Thursdays, 5:00 p.m.
Classified Liners:	Fridays, 12:00 noon

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 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: \$1.96 per line
 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.

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 may be purchased separately or in tandem with other MHMC products.

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call the Classified Advertising Offices: (305) 376-2690 Miami-Dade, (954) 764-7026 Ext. 2690 Broward, or visit MiamiHeraldAdvertising.com.