

Classified Real Estate Advertising Rates

ADRE194 01/09 RE3

The Miami Herald*/El Nuevo Herald/The Miami Herald International Edition Builder/Developer Rates

Friday Home Guide

Contract Size	The Miami Herald	North, South w/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
Full Page Incentive			
w/ Color	\$18,500	\$12,200	\$9,600
Half Page Incentive			
w/ Color	\$11,300	\$7,100	\$5,700

Sunday Home & Design

Contract Size	The Miami Herald	North, South w/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
Full Page Incentive			
w/ Color	\$25,200	\$14,600	\$12,900
Half Page Incentive			
w/ Color	\$14,900	\$8,500	\$7,500

El Nuevo Herald - Saturday Guía Residencial

Contract Size	Daily	Sunday
Open Rate	\$65.43	\$73.87
\$12,500	63.78	70.93
\$100,000+	57.27	63.62
Pick Up Rate	28.04	30.57
Color		
Full Color	\$1,174	\$1,256
2 Color	967	1,035
1 Color	794	849
Full Page Incentive		
w/ Color	\$5,000	\$5,700
Half Page Incentive		
w/ Color	\$2,700	\$3,100

The Miami Herald International Edition Pick Up Rate

Pick Up	\$13.13
---------	---------

Real Estate Classified Line Rates

The Miami Herald/El Nuevo Herald Combo			
Contract Size	1X	2X - 13X	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

Franchise Positions:

Business Monday, Weekend, 2A, Stock Island

Contract Size		
Open Rate		\$214.81
\$15,500		158.25
\$100,000+		154.59
Color	Sunday New	Daily
Full Color	\$3,900	\$3,410
2 Color	3,250	2,780
1 Color	2,405	2,020

Section A and ROP

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

Deadline for Space and Materials

Friday Home Guide: Monday, 12:00 noon

Saturday Guía Residencial: Tuesday, 2:00 p.m.

Sunday Home & Design: Wednesday, 3:00 p.m.

Sunday Real Estate Tab: Thursday, 3:00 p.m. - Black & White
Wednesday, 5:00 p.m. - Color

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, Day after 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.

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call the Classified Advertising Offices: (305) 376-2639 Miami-Dade, (954) 764-7026 ext. 2693 Broward or visit MiamiHeraldAdvertising.com.

Miscellaneous Notes

- For information regarding contacts/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 the Mechanical Requirements rate card (H3).
- All rates are net, including El Nuevo Herald rates.

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.*