

# 2009 Classified Real Estate Commercial Advertising Rates

9/09 RE4

Classified Commercial Real Estate advertising runs Monday through Sunday in The Miami Herald and El Nuevo Herald. An expanded South Florida Home can be found in The Miami Herald on Saturday. On Sunday, both The Miami Herald and El Nuevo Herald feature Home & Design and Hogar. On Mondays, commercial real estate listings can be found in The Miami Herald's Business Monday tabloid and in El Nuevo Herald's Negocios con Bloomberg. All commercial solid set ads appear online for 7 days on MiamiHerald.com and the Cityfeet.com Network, regardless of print run.

## The Miami Herald

	1X	2X - 13X	14X+
\$150,000	\$6.59	\$3.95	\$2.97
100,000	6.93	4.16	3.12
50,000	7.75	4.65	3.49
25,000	8.09	5.03	3.77
OPEN	18.06	10.84	8.13

## El Nuevo Herald

	1X	2X - 13X	14X+
\$150,000	\$4.71	\$2.82	\$2.12
100,000	4.96	2.97	2.23
50,000	5.53	3.32	2.49
25,000	5.78	3.47	2.60
OPEN	11.95	7.17	5.38

## El Nuevo Herald Pick-up

	1X	2X - 13X	14X+
\$150,000	\$1.22	\$0.73	\$0.55
100,000	1.28	0.77	0.58
50,000	1.28	0.77	0.58
25,000	1.28	0.77	0.58
OPEN	1.63	0.98	0.73

## Add-On's

- In-column logos are charged at your corresponding line rate
- Bold & Borders: Bold copy within an ad: \$0.95 per line. Border around a solid set ad will be billed only for the space it occupies.

## PRINT AND ONLINE COMMERCIAL PACKAGES

The following solid set packages run in The Miami Herald, El Nuevo Herald and online on MiamiHerald.com and Cityfeet.com.

Days	Lines	Cost	Extra Lines
2	3	\$59.00	\$4.92
4	3	109.00	9.08
21	3	319.00	26.58

## Video Online

	7 days	30 days	90 days
Real Estate Video	\$99.00	\$139.00	\$199.00

## COMMERCIAL DISPLAY PACKAGES

(2 Day-The Miami Herald, 1 Day - El Nuevo Herald)

Following display ads run in The Miami Herald's Sunday Home & Design (broadsheet), Business Monday (tab), and Monday's Negocios con Bloomberg (tab).

### Size

2 col. x2"	\$529.00
1 col. x 8 "or 2 col. x 4"	1,052.25
3 col. x 5.25" or 2 col. x 8"	2,081.50
6 col. x 5.25"	4,151.50
Full color	\$2,368.00

Discounts available with frequency commitment.

## Terms and Conditions

- Ads must run on consecutive days in classified real estate section to earn frequency discount
- All solid set ads require 3-line minimum
- All rates are for both solid set and display
- All advertising revenue applies toward annual commitment
- Advertisers must sign an annual revenue contract to be entitled to these rating structures
- Advertisers running on courtesy rates need to give 30 days cancellation notice

## Commercial Deadlines

Saturday South Florida Home  
 Wednesday, 3:00 p.m.  
 Commercial Sunday & Monday  
 Wednesday, 5:00 p.m.

## 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 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.

## Miscellaneous Notes

- For information regarding contacts/policies/terms, please refer to Contracts/Polices/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.