

# Classified Real Estate Advertising Rates – Special Positions

ADCL198 09/06 RE5

## The Miami Herald Home Guide El Nuevo Herald Guía Residencial The Miami Herald Home & Design

Goal Post	The Miami Herald	North Dade Broward	South Dade
Friday, Saturday, Sunday	\$39,821	\$23,855	\$20,202
Friday & Sunday	39,138	23,177	19,724
Friday & Saturday	26,594	16,935	13,448
Sunday	33,582	19,467	17,183

L-Position	The Miami Herald	North Dade Broward	South Dade
Friday, Saturday, Sunday	\$26,547	\$15,903	\$13,468
Friday & Sunday	26,092	15,451	13,149
Friday & Saturday	17,729	11,290	8,965
Sunday	22,388	12,978	11,455

T-Bar or Fireplace	The Miami Herald	North Dade Broward	South Dade
Friday, Saturday, Sunday	\$41,296	\$24,738	\$20,950
Friday & Sunday	40,588	24,034	20,455
Friday & Saturday	27,578	17,562	13,945
Sunday	34,826	20,188	17,819

## The Miami Herald

### Business Monday, Weekend, 2A, Stock Island

Contract Size	Business Monday or Weekend	
Open Rate	\$214.81	
\$12,500	160.10	
\$50,000	158.25	
\$100,000	156.38	
\$150,000+	154.59	
Color	Sunday New	Daily
Full Color	\$3,900	\$3,410
2 Color	3,250	2,780
1 Color	2,405	2,020

### 5 Minute Herald

	6X	13X	26X	52X
Daily	\$3,500	\$3,150	\$2,975	\$2,800
Sunday	4,500	4,050	3,825	3,600

## Terms

- These rates include color.
- Goal Post and L-shaped ads runs only on facing pages. T-Bar and Fireplace ads run as double-truck.
- Ads sold on a space available basis.
- On special occasions, as an alternative due to space limitation, T-Bar and Fireplace ads can run on facing pages. Rating will be the same, however the gutter cannot be used.
- Goal Post, L-Position, T-Bar and Fireplace ad sizes are not offered for solo buys of Friday Home Guide or Saturday Guía Residencial.

## Ad Sizes

- L-Position: 66 Inches
- T-Bar: 140 Inches
- Fireplace 137.5 Inches
- Goal Post: 132 Inches

## Deadline for Space and Materials

Friday Home Guide: Monday, 12:00 noon  
Saturday Guía Residencial: Tuesday, 2:00 pm  
Sunday Home & Design: Wednesday, 3:00 pm

## Holiday Rates and Circulation

We provide Sunday circulation of The Miami Herald to all subscribers on five holidays: New Year's Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day. These holidays are charged at the Sunday contract rate and include Sunday pricing of color and any other applicable premiums.

## 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/polices/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 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.*