

Classified Real Estate Advertising Rates

ADRE194 01/09 RE1B

The Miami Herald*/El Nuevo Herald/The Miami Herald International Edition Classified Residential and Rental Real Estate Display Package Rates

Classified Real Estate advertising runs Monday through Sunday in The Miami Herald and/or El Nuevo Herald, with an expanded classified Real Estate Preview Guide in Saturday's Miami Herald and an expanded classified Real Estate Guide in Sunday's Miami Herald and/or El Nuevo Herald.

SAT preview w/Bienes Raices*

		The Miami Herald w/ El Nuevo Herald	North or South with Broward Zone w/ El Nuevo Herald	Broward w/ El Nuevo Herald
1x	Full Page	\$1,699	\$1,334	\$799
	1/2 Page	\$989	\$776	\$465
	1/4 Page	\$511	\$401	\$240
	1/8 Page	\$259	\$203	\$122
	1/16 Page	\$139	\$109	\$65
2x-3x	Full Page	\$1,360	\$1,065	\$640
	1/2 Page	\$790	\$620	\$370
	1/4 Page	\$410	\$320	\$190
	1/8 Page	\$205	\$160	\$100
	1/16 Page	\$110	\$85	\$50
4x-6x	Full Page	\$1,090	\$850	\$510
	1/2 Page	\$630	\$495	\$295
	1/4 Page	\$330	\$255	\$150
	1/8 Page	\$165	\$130	\$80
	1/16 Page	\$90	\$70	\$40
	Color Rate	+\$300	+\$200	+\$110

SAT preview, SUN Real Estate Guide & Bienes Raices*

		The Miami Herald w/ El Nuevo Herald	North or South with Broward Zone w/ El Nuevo Herald	Broward w/ El Nuevo Herald
1x	Full Page	\$6,110	\$4,800	\$1,878
	1/2 Page	\$3,060	\$2,355	\$942
	1/4 Page	\$1,530	\$1,185	\$474
	1/8 Page	\$780	\$600	\$240
	1/16 Page	\$420	\$305	\$122
2x-3x	Full Page	\$4,900	\$3,840	\$1,440
	1/2 Page	\$2,450	\$1,860	\$740
	1/4 Page	\$1,230	\$930	\$380
	1/8 Page	\$620	\$470	\$200
	1/16 Page	\$330	\$250	\$100
4x-6x	Full Page	\$3,930	\$3,060	\$1,150
	1/2 Page	\$1,960	\$1,490	\$590
	1/4 Page	\$990	\$740	\$300
	1/8 Page	\$500	\$380	\$160
	1/16 Page	\$270	\$210	\$80
	Color Rate	+\$2,368	+\$1,459	+\$913

Luxury Homes & Estates Package

A 4 col x 2.5" full color ad under the Luxury Properties and Estates header. An Oline Video that plays under "Luxury Homes" on the Real Estate Channel.

Publishes On:

Saturday	Real Estate Preview
Sunday	Real Estate Guide
Sunday	Bienes Raices
Video	7 or 30 days

Rates:

1 week	\$250
1 month (4 weekends)	\$743

Priced to Sell

1. A 2 col x 2.5" b/w ad under a Priced to Sell - 1" header that will run 4x tab product: Sunday real estate guide, and Bienes Raices.

2. Mobile component for 30 days. Each print ad contains a mobile text number allowing a user to upload the ad or an enhanced ad to their phone.

Rates:

1 month (4 weekends)	\$199
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Video Online

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

Terms and Conditions

- Ads must run on consecutive days in classified real estate section to earn frequency discount
- All solid set ads require 4-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
- Realtors running on courtesy rates need to give 30 days cancellation notice
- All rates are net
- Rates for resale properties

Deadlines

Sunday Real Estate Tab/Sunday Bienes Raices

Color: Wednesday, 5:00 p.m. / B+W: Thursday, 3:00 p.m.

Saturday Real Estate Preview Guide

Wednesday, 12:00 p.m.

Terms:

a) Ad sizes need to stay consistent. b) Advertisers can change artwork weekly. c) Can mix zones and full run within the month towards frequency discount. d) Sat equals El Nuevo Guia Residencial. e) Frequency commitment within 30 days.

FREQUENCY BASED IN ONE MONTH PERIOD – NO OTHER DISCOUNTS APPLY

2009 Rates

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.

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).

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call the Classified Advertising Offices: (305) 376-2850 Miami-Dade, (954) 764-7026 Ext. 2850 Broward or visit MiamiHeraldAdvertising.com.
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 and The Miami Herald International Edition may be purchased separately or in tandem with other MHMC products.*