

Home Delivery Bag and Remnant General Advertising Rates

ADRE194 11/08 N10

The Miami Herald* and El Nuevo Herald

Ads on Home Delivery Bags increase exposure, promote specials and enhance customer awareness.

Home Delivery PolyBag Specs	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Custom Bag Distribution	Yes	Yes	No	Yes	Yes	No	Yes
Bag Size	6.5" x 21"	6.5" x 21"	n/a	7.5" x 21"	7.5" x 21"	n/a	10" x 23"
Gauge	.0009	.0009	n/a	.0009	.0009	n/a	.0125

Printed Bags Supplied By Client:

- Bags are distributed in The Miami Herald and/or El Nuevo Herald and zoned to home delivery customers.
- Suffocation warning & recyclable logo must be printed as part of the artwork.

Deliver Only **Daily:** \$ 44.00 per thousand
Sunday: \$ 61.00 per thousand

Remnant Polybag Program

The remnant polybag program allows advertisers to run a branding campaign to enhance consumer awareness of their company, product or service. A minimum order of 2.5 million. Please contact your Miami Herald advertising representative for more information.

- Advertiser artwork is limited to one-side, printed in two standard spot ink colors and may not contain screens or half-tones. The Miami Herald Media Company will use the reverse side for promotional purposes at its sole discretion.
- Distribution will be subject to availability, with no guaranteed dates of delivery.
- The quantity used per day may vary, including a limited run-out into a zone.

General Rates:

Print & Deliver

See your account rep. Custom quoted. Minimum order 100,000

National Remnant Advertising

National remnant advertising is sold only on a space available basis. Discounted remnant rates are available for The Miami Herald and El Nuevo Herald, in the following sizes:

	The Miami Herald	El Nuevo Herald
Full Page	6 col. x 21"	6 col. x 21"
Half Page Horizontal	6 col. x 10-1/2"	6 col. x 10-1/2"
Half Page Vertical	3 col. x 21"	3 col. x 21"
Quarter Page	3 col. x 10-1/2"	3 col. x 10-1/2"
Tabloid Full Page	5 col. x 11"	5 col. x 11"

General remnant advertising offers a 50% discount off the general open rate or 50% off the CAP open rate.

NATIONAL REQUIREMENTS

- Remnant ads must be ordered seven days in advance.
- All remnant ads must be published within a seven-day period rather than for a specific date. Six-day schedules may be requested if advertiser prefers not to run on Sunday.
- Only one copy correction is available for multiple remnant insertions in one week.
- Outproofs require three extra working days prior to deadline; only one copy correction allowed per outproof.
- Client must have a minimum 31.5" contract to place remnant ads.
- Remnant ads do not count toward fulfillment of contracts nor toward rebates.
- The revenue from remnant ads run during any given month should not exceed the revenue from contract ads run during the same month.
- No remnant rate for color ads.
- Political advertising is not eligible for remnant rates.
- All remnant ads run at the Publisher's option.
- Standard makegood and adjustment prices as well as credit and collection policies apply to remnant ads.
- All ads are subject to all current requirements and mechanical specifications.
- Remnant ads are accepted in the following products: The Miami Herald, El Nuevo Herald and the Sunday Comics. Position request or section specification cannot be guaranteed.
- There is no remnant space in premium or zoned products: Weekend, Business Monday, Domingo Social, Hometown Herald, Neighbors, etc.

Split Runs

Advertisers wishing to change ad copy may take advantage of split runs and vary their ad in certain editions (e.g., Broward edition) of The Miami Herald. Ads must be the same size.

Split run plate charge: \$235 per plate, per edition.

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call our Advertising Offices:

Main Office305-376-2820
El Nuevo Herald305-376-8919
The Miami Herald International Edition305-376-2040
MiamiHerald.com or ElNuevoHerald.com305-376-5110
Emailadinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.

All rates current at time of publication.

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).

** Rates, unless otherwise indicated, are cost per thousand. 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.*