

## The Miami Herald\*/El Nuevo Herald/The Miami Herald International Edition - Annual Volume Contract Rates

Contract Size In Col. In.	The Miami Herald/El Nuevo Herald/ The Miami Herald International Edition			The Miami Herald/El Nuevo Herald			The Miami Herald Weekend			El Nuevo Herald		The Miami Herald Int'l Edition
	Daily	Sunday	Bus. Monday	Daily	Sunday	Bus. Monday	Daily	Sunday	Bus. Monday	Daily	Sunday	Daily & Sunday
Open rate	\$393.00	\$535.00	\$435.00	\$365.00	\$507.00	\$407.00	\$283.00	\$406.00	\$325.00	\$100.00	\$120.00	\$42.00
31.5"	342.00	459.00	377.00	314.00	431.00	349.00	234.00	335.00	269.00	98.00	117.00	40.50
63"	334.00	452.00	369.00	306.00	424.00	341.00	228.00	330.00	263.00	96.00	114.00	39.00
126"	331.00	443.00	364.00	303.00	415.00	336.00	226.00	322.00	259.00	94.00	111.00	38.00
250"	327.00	438.00	360.00	299.00	410.00	332.00	222.00	318.00	255.00	93.00	110.00	35.00
500"	323.00	432.00	355.00	295.00	404.00	327.00	220.00	315.00	252.00	93.00	109.00	33.00
750"	312.00	421.00	344.00	284.00	393.00	316.00	214.00	309.00	246.00	86.00	101.00	32.00
1,200"	308.00	416.00	340.00	280.00	388.00	312.00	213.00	306.00	245.00	85.00	97.00	29.00
1,600"	305.00	412.00	336.00	277.00	384.00	308.00	211.00	304.00	242.00	81.00	97.00	26.50
3,510"	298.00	405.00	328.00	270.00	377.00	300.00	206.00	297.00	236.00	80.00	95.00	
5,265"	294.00	395.00	324.00	266.00	367.00	296.00	203.00	292.00	233.00	77.00	90.00	
6,500"	291.00	391.00	321.00	263.00	363.00	293.00	203.00	290.00	233.00	74.00	87.00	
7,020"	284.00	382.00	313.00	256.00	354.00	285.00	196.00	282.00	225.00	73.00	84.00	

### 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 Superbowl, Election Day, Day after Election 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.

### CAP Advertising

Stretch your co-op advertising dollars with CAP (Co-op Action Plan) ads featuring multiple dealer listings. CAP ads allow suppliers and retailers to share the cost of advertising, so they provide an excellent opportunity for smaller retailers to participate in high profile advertising programs they might not otherwise be able to afford.

### Association Rates

Bona fide associations are eligible for The Miami Herald's association rate. Associations must provide a payment guarantee letter (listing all of the dealers in the association; names, titles and responsibilities of all association officers, and billing address of the association) as well as a copy of the association's state charter.

### Florida Hotel/Resort Travel Agent Rates

These rates are only available for Florida hotels and resorts. Any hotel or hotel chain ad that lists locations outside of Florida or includes a national toll-free reservation number pays the National Advertising rate.

### De Fiesta/Estilo Frequency Rates

OPEN RATE	13X	26X	Pick up Rate
\$126.00	\$55.00	\$51.00	\$81.00

### De Fiesta/Estilo Full Page Frequency Rates

OPEN RATE	6X	13X	26X	52X
\$7,149.00	\$6,968.00	\$6,328.00	\$6,062.00	\$5,700.00

### Viernes CAP Rates

FULL PAGE (OPEN RATE)	\$3,929.00
PICK UP RATE	96.00

### Viernes Frequency Rates

OPEN RATE	\$126.00
13X RATE	55.00
26X RATE	51.00

### Page 2A Premium Position

A fixed 2 col. x 7" space on page 2 is available every day.

Daily	\$40.00/inch
Sunday	51.00/inch

Position premiums are in addition to the display rates and are subject to space availability.

### El Nuevo Herald

El Nuevo Herald is a Spanish-language newspaper published seven days a week. Free translation is available up to 24 hours prior to regular deadline. Translated ads must be the same size or larger and contain the same copy points and be based on a 6 col. x 21" page size. Recognized agencies qualify for a 15% commission on El Nuevo Herald advertising.

### Page 2A - El Nuevo Herald

A fixed 6 col. x 1.5" space on page 2 of Section A is available every day. Rates are equal to advertiser's achieved contract level rate plus a 25% premium per insertion.

### Page 3A - El Nuevo Herald

A fixed 2 col. x 7" space on page 3 of Section A is available every day for a premium of \$6.00 per column inch, regardless of frequency.

### Advertiser's Repeat Rate

The Miami Herald or El Nuevo Herald

- First ad is charged **FULL RATE**.
- Second ad receives **30% DISCOUNT**. (Must run within 7 days, unchanged.)
- Third or more ads receive **50% DISCOUNT**. (Must run within same 7 days, unchanged.)

- All Sunday ads are **FULL RATE**.
- **DISCOUNTS APPLY** to all National, CAP, Association and Florida Hotel/Resort rates.
- The Miami Herald/El Nuevo Herald Combo rates, DeFiesta/Estilo and Viernes **DO NOT APPLY**.
- Repeat ads must be ordered at the same time **TO RECEIVE REPEAT DISCOUNT**.
- **REPEAT RATES APPLY ONLY** to the cost of space, not to color costs or premiums.

## The Miami Herald/El Nuevo Herald National Food & Fitness Advertising Rates

National rates apply to all package goods advertisements.

		<u>CPM</u>
<b>DAILY OR SUNDAY (b&amp;w)</b>	Full page	\$45.00
Half page	22.50	
Quarter page	11.25	
<b>DAILY OR SUNDAY (color)</b>	Full page	\$48.00
Half page	24.00	
Quarter page	12.00	

*One color, two colors or full color applies to the rates.*

For other sizes, please contact your Miami Herald advertising representative.

### REQUIREMENTS

- All rates are gross.
- All rates include El Nuevo Herald.
- CPM plan rates apply to all days and all products including El Nuevo Herald.
- For all advertising agencies recognized by The Miami Herald and El Nuevo Herald, a 15% commission will apply to all National space and color rates.
- Repeat rates do not apply.
- Rates apply to all National and CAP advertisers.

### Stock Island Position

A 10% premium charge applies.

### The Miami Herald International Edition

The Miami Herald International Edition is the only daily English-language newspaper from the U.S. printed in the region. It is standard size, with 6-column display advertising and 10-column classified advertising, and is delivered every morning to subscribers, leading hotels and newsstands. It reaches affluent, bilingual business people residing or traveling in the region.

### Contact Information

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

Main Office	305-376-2820
El Nuevo Herald	305-376-8919
The Miami Herald International Edition	305-376-2040
MiamiHerald.com or ElNuevoHerald.com	305-376-5110
Emailadinfo@miamiherald.com	

Be sure to visit [MiamiHeraldAdvertising.com](http://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 per column-inch. 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.*