

General Preprint Advertising Rates

ADRE194 11/08 N6

The Miami Herald*/El Nuevo Herald

Preprint Advertising Options

The Miami Herald and El Nuevo Herald offer advertisers a variety of insert advertising options

- The Miami Herald printed newsprint inserts
- Advertiser printed inserts
- Custom printing and distribution

Availability

Delivery of inserts is available Tuesday to Saturday in The Miami Herald and Wednesdays, Thursdays and Sundays in El Nuevo Herald. Delivery is also available in our non-subscriber product, Miami Herald Values, on Friday/Saturday.

Miami Herald Insert and Distribution Options

Subscribers

- Tuesday to Saturday home delivery subscribers zip & sub-zip available, single copy by zip code
- Sunday by preprint zip clusters

Non-Subscribers

- Friday/Saturday non-subscribers TMC at zip and sub-zip level

El Nuevo Herald Insert and Distribution Options

Wednesday

- By preprint zip clusters in Miami-Dade
- By full county in Broward

Thursday

- By El Nuevo Herald only unduplicated

Sunday (El Nuevo Herald only subscriber and single copy only)

- By preprint zip clusters in Miami-Dade
- By full county in Broward

Sub-zip zoning Distribution Options

Premium rating

- \$9.50 CPM premium on sub-zip portion for subscribers only buy
- \$6.00 CPM premium on sub-zip portion for subscribers and non-subscribers combination buy

Subscribers

- Tuesday to Saturday home delivery subscribers zip & sub-zip available
- Single copy by zip code

Non-Subscribers

- Friday/Saturday non-subscribers TMC at zip and sub-zip level

REQUIREMENTS

Due to seasonal circulation variance in the South Florida market, please consult your Miami Herald advertising representative at least 30 days in advance of each insertion date to determine the exact quantities you will need.

Please submit space reservations in writing three weeks prior to insertion date. All supplements should be delivered to Miami Herald facilities no earlier than 21 days prior to insertion date, and no later than 10 days prior to insertion date.

Inserts are subject to a 5" x 7" minimum page size and an 11" x 12" maximum page size. Single sheet inserts should be a minimum of 5 points in thickness (75 lb. stock is recommended).

Spoilage recommendations

- 0.05"+ meets current specs
- 0.045" add 5% for spoilage
- 0.040" add 10% for spoilage
- 0.035" add 15% for spoilage
- 0.030" add 20% for spoilage
- 0.025" below acceptability threshold

Other

Skid packaging can also significantly impact the quality of insertion. Recommended:

- Stack product in limited turns
- Cardboard every layer
- Securely wrapping skids
- Banding skids if necessary

ADVERTISER - PRINTED INSERTS Cost per Thousand DAILY

Pages/Size	The Miami Herald		Part Run
	El Nuevo Herald		
Single sheet or 2 Tabloid	\$56.50		\$68.00
4 Tabloid	61.50		73.50
6 Tabloid	70.50		85.00
8 Tabloid/4 Standard	81.50		97.50
10 Tabloid	83.50		100.50
12 Tabloid/6 Standard	91.00		109.00
14 Tabloid	94.00		113.00
16 Tabloid/8 Standard	101.00		121.00
18 Tabloid	105.00		126.00
20 Tabloid/10 Standard	111.00		133.50
22 Tabloid	115.00		138.00
24 Tabloid/12 Standard	121.50		146.50
26 Tabloid	122.50		147.00
28 Tabloid/14 Standard	123.00		147.50
30 Tabloid	126.00		151.00
32 Tabloid/16 Standard	130.50		156.50
34 Tabloid	132.00		158.00
36 Tabloid/18 Standard	133.00		159.50

SUNDAY

Pages/Size	The Miami Herald		Part Run
	El Nuevo Herald		
Single sheet or 2 Tabloid	\$60.50		\$72.50
4 Tabloid	64.00		76.00
6 Tabloid	75.00		90.00
8 Tabloid/4 Standard	86.00		103.00
10 Tabloid	88.50		105.50
12 Tabloid/6 Standard	96.00		115.50
14 Tabloid	100.00		119.50
16 Tabloid/8 Standard	107.00		129.00
18 Tabloid	111.00		133.50
20 Tabloid/10 Standard	117.50		141.00
22 Tabloid	121.50		145.50
24 Tabloid/12 Standard	129.50		155.00
26 Tabloid	130.00		156.00
28 Tabloid/14 Standard	131.00		157.00
30 Tabloid	133.50		160.00
32 Tabloid/16 Standard	137.50		165.00
34 Tabloid	138.50		167.00
36 Tabloid/18 Standard	140.00		168.00

For both The Miami Herald/El Nuevo Herald and Part Run add \$1.00 per tab page per thousand over 36 pages.

FREQUENCY DISCOUNTS FOR NATIONAL ADVERTISER – PRINTED INSERTS

6 - 13x	5%
14 - 26x	10%
27 - 52x	15%
53 - 91x	20%
92 - 138x	25%

ADVERTISER DISCOUNTS

The Miami Herald and/or El Nuevo Herald preprint advertising sections which are priced at published rate card rate and that are distributed with The Miami Herald and/or El Nuevo Herald apply toward fulfillment of lineage contracts. Insert inches are calculated based on a standard number of inches per page (standard, tabloid or mini-tabloid), the number of pages and distribution volume.

- The Miami Herald is defined as the sum of Miami Dade, Monroe and Broward counties home delivery and single copy quantities.
- The Miami Herald/El Nuevo Herald rates will be extended to El Nuevo Herald only total buys – defined as the sum of El Nuevo Herald single copy only and home delivery only quantities.
- El Nuevo Herald is defined as the sum of home delivery and single copy solo and combo buys.
- If an advertiser buys less than the total solo quantity – for example single copy solo - they will be charged a part run rate.
- Buys that do not fall under the above definitions will be charged part run/zoned rates.

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
 Email adinfo@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.*