

2009 General TV Week & Comics Advertising Rates

The Miami Herald*/El Nuevo Herald & Part-Run Products

7/09 N6

The Miami Herald*

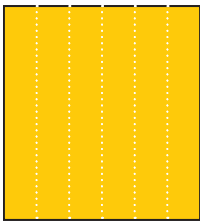
TV Week

TV WEEK IN SUNDAY MIAMI HERALD

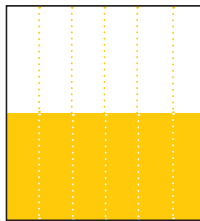
HERALD TV WEEK NATIONAL RATES

ROP	1x
Full page	\$10,577
1/2 page H or V	5,289
1/6 page H or V	2,115
1/12 page H or V	1,058

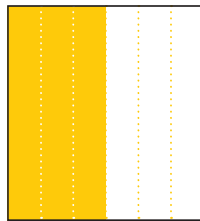
TV Week Modular Ad Sizes



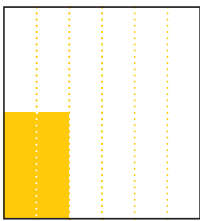
Full Page
6 col x 10"



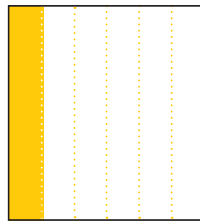
Half Page Horizontal
6 col x 5"



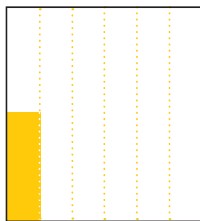
Half Page Vertical
3 col x 10"



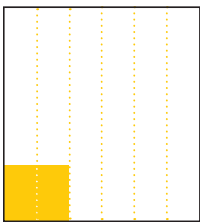
1/6 Page
2 col x 5"



1/6 Page
1 col x 10"



1/12 Page
1 col x 5"



1/12 Page
2col x 2.5"

TV Week

Premium Positions

All rates include full color

Front Page

Front Page Ear

Ad measures 3.57" x 2.70" square inches.

OPEN	13X	26X	39X	52X
\$1,680	\$1,512	\$1,428	\$1,344	\$1,260

Front Page Strip

Ad measures 5 col. x 1.25"

OPEN	13X	26X	39X	52X
\$3,000	\$2,700	\$2,295	\$1,836	\$1,377

Comics

SUNDAY COLOR COMICS – STANDARD SECTION

Space is available in the Sunday Miami Herald Comics section in the following unit sizes:

Unit Sizes

Double Truck
Full Page
2/3 Page
1/2 Page
1/3 Page
1/4 Page
1/6 Page
1" impact strip
Spadea
Comic Gatefold

Herald

N/A
120"
80"
60"
40"
30"
18"
6"
240"
120"

Rates	120"	80"	60"
Open Rate	\$34,195.00	\$26,304.00	\$21,043.50
6X	33,167.50	25,506.50	20,414.50
13X	32,485.00	24,985.25	19,993.00
26X	31,802.50	24,456.25	19,571.00
52X	30,774.75	23,666.00	18,942.50

Rates	40"	30"	18"
Open Rate	\$15,783.00	\$11,839.75	\$10,599.00
6X	15,307.25	11,481.00	10,284.00
13X	14,993.00	11,244.50	10,070.00
26X	14,678.25	11,010.00	9,862.50
52X	14,203.00	10,625.75	9,540.75

COMICS SPADEA WRAPS

National advertisers may purchase a spadea wrap-around sheet that wraps in half around the Sunday Herald Comics section. The spadea is based on a total of 240" with free color. Gatefolds are 120" with free color. Time for preparation and color separations by The Miami Herald subject to production charges.

Frequency

Open Rate
6X
12X
26X
39X
52X

Rate

\$23,400
20,800
18,200
17,160
16,120
15,080

COMICS GATEFOLD

Gatefolds are 120" with free color.

Frequency

Open Rate
6X
12X
26X
39X
52X

Rate

\$14,763
14,024
13,286
12,549
11,440
10,400

PRESS FED INSERTS

Rates	4-Page Tab	8-Page Tab
Open Rate	\$21,060	\$41,600
6X	18,720	36,400
12X	16,380	31,200
26X	15,544	28,600
39X	14,508	26,000
52X	13,572	23,400

Contact Information

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

Main Office800-766-2820
Broward County954-538-7227
Palm Beach County 800-295-5185 Ext. 7227
El Nuevo Herald 305-376-2058
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 flat 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 may be purchased separately or in tandem with other MHMC products.*

Comics represented by Metropolitan Sunday Newspapers,
260 Madison Avenue, New York, NY 10016.
The Miami Herald is affiliated with the Metro Sunday Comics
Basic Group sales organization.