

General Color Rates

ADRE194 11/08 N11

The Miami Herald*/El Nuevo Herald/The Miami Herald International Edition – Part-Run Products

Color rates are flat charges. Minimum ad size for color is four inches. Charges are for color inks only; other mechanical charges are not included. Standard AdPro inks are used. Special inks will be ordered upon two weeks' advance notice. Every effort will be made to meet your request for choice of colors within production limits.

General Color Rates

Product	One Color	Full Color
The Miami Herald		
Daily	\$2,155.00	\$3,480.00
Sunday	2,430.00	3,815.00
El Nuevo Herald		
Daily	\$815.00	\$1,205.00
Sunday	914.00	1,351.00
Viernes	869.00	1,286.00
The Miami Herald Broward Edition	\$551.00	\$919.00
Zoned Products	\$288.00	\$515.00
The Miami Herald International Edition		
Daily & Sunday	\$335.00	\$618.00
The Miami Herald Special Sections		
Daily	\$560.00	\$1,120.00
Sunday	700.00	1,400.00
El Nuevo Herald Special Sections		
Daily	\$420.00	\$840.00
Sunday	490.00	980.00
TV Week	\$964.00	\$1,433.00

COLOR SEPARATIONS

Color scans (4-color separations) are charged at \$375 for the first separation and \$75 for each additional separation. There is a color plate charge if you furnish registered black proofs of color separated negatives.

General Double Truck Color Rates

Product	One Color	Two Colors	Full Color
The Miami Herald			
Daily	\$2,805.00	\$3,605.00	\$4,530.00
Sunday	3,160.00	4,030.00	4,955.00
El Nuevo Herald			
Daily	\$1,059.00	\$1,290.00	\$1,566.00
Sunday	1,188.00	1,446.00	1,757.00
The Miami Herald Broward Edition	\$715.00	\$976.00	\$1,198.00
Zoned Products	\$376.00	\$505.00	\$670.00
The Miami Herald International Edition			
Daily & Sunday	\$438.00	\$582.00	\$803.00

Contact Information

For more information, contact your Miami Herald representative at (305) 376-2820 or 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 and The Miami Herald International Edition may be purchased separately or in tandem with other MHMC products.*