

# 2009 Comics Retail Advertising Rates

7/09 R9

## The Miami Herald

### SUNDAY COLOR COMICS

Rates for Sunday Miami Herald Comics are the same as Sunday contract rates. There is no additional color charge for comics advertisers.

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

#### Unit Sizes

Double Truck	N/A
Full Page	120"
2/3 Page	80"
1/2 Page	60"
1/3 Page	40"
1/4 Page	25.5"
1/6 Page	18"
1" impact strip	6"
Spadea	240"
Comic Gatefold	120"

### COMICS SPADEA WRAP

Retail advertisers may purchase a spadea wrap-around sheet that wraps in half around the Sunday Comics. The spadea is based on a total of 240"; gatefold total is 120". All lineage run counts toward fulfillment of the advertising contract. Production time for preparation and color separations by The Miami Herald is subject to production charges.

	Open	6x	13x	26x	39X	52X
Comic Gatefold	\$11,356	\$10,788	\$10,220	\$9,653	\$8,800	\$8,000
Comic spadea wrap	18,000	16,000	14,000	13,200	12,400	11,600
Press Fed Inserts	Open	6x	13x	26x	39X	52X
4-Page Tab	\$16,200	14,400	12,600	11,880	11,160	10,440
8-Page Tab	32,000	28,000	24,000	22,000	20,000	18,000

## Contact Information

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

Main Office .....	800-766-2820
Broward County .....	954-538-7227
Palm Beach County .....	800-295-5185 Ext. 7227
El Nuevo Herald .....	305-376-2058
Email .....	adinfo@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 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.