

El Nuevo Herald Local Business Retail Advertising Rates

ADRE194 11/08 R16

El Nuevo Herald

El Nuevo Herald is a Spanish-language newspaper published seven days a week. Contract advertisers of The Miami Herald automatically qualify for the same volume level on their El Nuevo Herald contracts without signing a new contract.

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 can be based on a 6 column x 21 inch page size.

Local Business rates apply to non-franchise business entities with no more than two locations in the South Florida DMA.

LOCAL BUSINESS RATES

Per column inch rates apply to all El Nuevo Herald sections

Daily	Sunday
\$29.00 per column inch	\$35.00 per column inch

EL NUEVO HERALD CONTENT THEMED SECTIONS

Day	Content	Section Name
Monday	Financial News	Negocios con Bloomberg News
Tuesday	Health & Fitness	Viva Mas
Wednesday	Food, Dining & Family	Sabores
Thursday	Arts & Entertainment	Aplausos
Friday	Weekend Entertainment	Viernes
Saturday	Home & Design	Espacios
Sunday	Hispanic Society/Events & Style	De Fiesta/Estilo
	Travel	Pasaportes
	Arts & Literature	Artes y Letras

EL NUEVO HERALD THEMED SECTIONS FULL PAGE RATES

	Open	6x	13x	26x	52x
Negocios - Sabores - Viva Mas - Aplausos - Viernes	\$1,205	\$1,135	\$1,070	\$1,035	\$1,005
Artes y Letras	3,145	2,995	2,815	2,680	2,535

SMALL BUSINESS COLOR RATES

Full Page to 1/4 Page ad size	One Color	Full Color
Local Business Color Rates for Daily and Sunday		
Local Business Color Rates (Daily)	\$352.50	\$522.50
Local Business Color Rates (Sunday)	\$7.50	\$11.50
Local Business Color Rates (Sunday)	9.00	13.50

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 Inauguration, Day after Superbowl 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.

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	305-376-2820
Miami-Dade Local Retail	305-376-2700
Broward County	954-538-7227
Palm Beach County	800-295-5185 Ext. 7227
El Nuevo Herald	305-376-8919
MiamiHerald.com or elNuevoHerald.com	305-376-5110
Co-op Advertising	305-376-2604
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 frequency 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 andem with other MHMC products.*