

2009 Miami-Dade Zoned Editions Retail Advertising Rates

The Miami Herald*/El Nuevo Herald – Annual Volume Contract Rates

7/09 R5

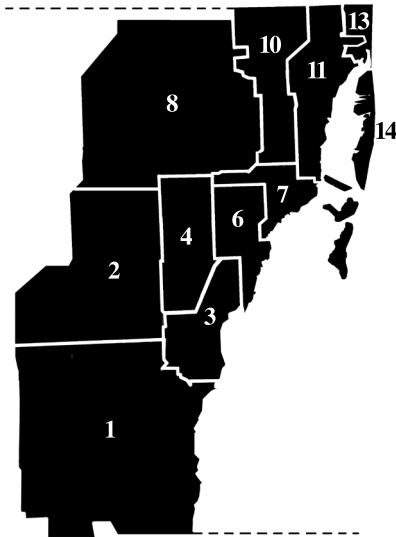
Miami-Dade Neighbors

Zoned Neighbors sections offer advertisers the opportunity to target their advertising to specific circulation areas of The Miami Herald in Miami-Dade County. These neighborhood tabloids are inserted in The Miami Herald every Thursday and Sunday. Neighbors completely covers Miami-Dade County with eleven editions. Neighbors sections are tabloid-size products.

Miami-Dade Neighbors Circulation by Zone

Number	Circulation*	
	Thursday	Sunday
1	8,707	16,214
2	13,024	20,027
3	13,900	17,845
4	12,942	16,194
6	13,805	16,975
7	15,346	20,854
8	17,703	22,215
10	13,579	19,161
11	22,004	27,019
13	9,254	11,845
14	16,031	20,892
TOTAL	159,078	209,241

*Source: ABC Circulation Audit, 2008



ZONES

- Zone 1:** Homestead, South Dade, Florida City, Princeton, Naranja, Redland, Goulds
- Zone 2:** West Miami-Dade, West Kendall, Calusa, Country Walk, Hammocks, Kendale Lakes
- Zone 3:** Pinecrest, Palmetto Bay, Cutler Bay, Lakes by the Bay, Perrine
- Zone 4:** Kendall, The Falls, Killian, Richmond Heights, Sweetwater
- Zone 6:** Coral Gables, West Miami, Schenley Park
- Zone 7:** Coconut Grove, Key Biscayne, Brickell, The Roads, Little Havana, Shenandoah
- Zone 8:** Doral, Miami Lakes, Miami Springs, Hialeah, Hialeah Gardens, Fontainebleau
- Zone 10:** North Central, Miami Gardens, Opa-locka, Liberty City, Brownsville, Norland, Allapatta, Bunche Park
- Zone 11:** Biscayne Corridor, Miami Shores, Overtown, Biscayne Park, North Miami, North Miami Beach
- Zone 13:** Aventura, Sunny Isles Beach, Golden Beach, Highland Oaks
- Zone 14:** Miami Beach, Bal Harbour, Bay Harbor Islands, North Bay Village, Surfside, Fisher Island

Zone 1

	Thursday					
	1x	6x	13x	26x	39x	52x
Full page	\$431	\$333	\$289	\$222	\$213	\$200
2/3 Page	744	336	312	288	264	240
1/2 page	465	210	195	180	165	150
1/3 page	372	168	156	144	132	120
1/4 page	279	126	117	108	99	90
1/6 page	186	84	78	72	66	60
1/8 page	127	57	53	49	45	41
1/12 page	93	42	39	36	33	30
Strip DT	171	77	72	66	61	55
Sunday						
	1x	6x	13x	26x	39x	52x
Full page	\$531	\$389	\$327	\$259	\$249	\$233
2/3 Page	1,032	432	384	384	360	336
1/2 page	645	270	240	240	225	210
1/3 page	516	216	192	192	180	168
1/4 page	387	162	144	144	135	126
1/6 page	258	108	96	96	90	84
1/8 page	176	74	65	65	61	57
1/12 page	129	54	48	48	45	42
Strip DT	237	99	88	88	83	77

Zone 2

	Thursday					
	1x	6x	13x	26x	39x	52x
Full page	\$860	\$640	\$555	\$427	\$410	\$384
2/3 Page	1,056	672	624	576	528	480
1/2 page	660	420	390	360	330	300
1/3 page	528	336	312	288	264	240
1/4 page	396	252	234	216	198	180
1/6 page	264	168	156	144	132	120
1/8 page	180	115	106	98	90	82
1/12 page	132	84	78	72	66	60
Strip DT	242	154	143	132	121	110
Sunday						
	1x	6x	13x	26x	39x	52x
Full page	\$1,133	\$777	\$653	\$518	\$497	\$466
2/3 Page	1,440	864	792	696	648	600
1/2 page	900	540	495	435	405	375
1/3 page	720	432	396	348	324	300
1/4 page	540	324	297	261	243	225
1/6 page	360	216	198	174	162	150
1/8 page	245	147	135	119	110	102
1/12 page	180	108	99	87	81	75
Strip DT	330	198	182	160	149	138

Zone 3**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$632	\$437	\$379	\$291	\$280	\$262
2/3 Page	792	504	480	384	360	336
1/2 page	495	315	300	240	225	210
1/3 page	396	252	240	192	180	168
1/4 page	297	189	180	144	135	126
1/6 page	198	126	120	96	90	84
1/8 page	135	86	82	65	61	57
1/12 page	99	63	60	48	45	42
Strip DT	182	116	110	88	83	77

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$818	\$603	\$507	\$402	\$386	\$362
2/3 Page	1,080	624	576	504	480	456
1/2 page	675	390	360	315	300	285
1/3 page	540	312	288	252	240	228
1/4 page	405	234	216	189	180	171
1/6 page	270	156	144	126	120	114
1/8 page	184	106	98	86	82	78
1/12 page	135	78	72	63	60	57
Strip DT	248	143	132	116	110	105

Zone 4**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$693	\$483	\$418	\$322	\$309	\$290
2/3 Page	864	552	528	456	384	360
1/2 page	540	345	330	285	240	225
1/3 page	432	276	264	228	192	180
1/4 page	324	207	198	171	144	135
1/6 page	216	138	132	114	96	90
1/8 page	147	94	90	78	65	61
1/12 page	108	69	66	57	48	45
Strip DT	198	127	121	105	88	83

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$885	\$653	\$550	\$435	\$418	\$392
2/3 Page	1,176	672	624	552	528	504
1/2 page	735	420	390	345	330	315
1/3 page	588	336	312	276	264	252
1/4 page	441	252	234	207	198	189
1/6 page	294	168	156	138	132	126
1/8 page	200	115	106	94	90	86
1/12 page	147	84	78	69	66	63
Strip DT	270	154	143	127	121	116

Zone 6**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$632	\$437	\$379	\$291	\$280	\$262
2/3 Page	792	504	480	384	360	336
1/2 page	495	315	300	240	225	210
1/3 page	396	252	240	192	180	168
1/4 page	297	189	180	144	135	126
1/6 page	198	126	120	96	90	84
1/8 page	135	86	82	65	61	57
1/12 page	99	63	60	48	45	42
Strip DT	182	116	110	88	83	77

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$818	\$603	\$507	\$402	\$386	\$362
2/3 Page	1,080	624	576	504	480	456
1/2 page	675	390	360	315	300	285
1/3 page	540	312	288	252	240	228
1/4 page	405	234	216	189	180	171
1/6 page	270	156	144	126	120	114
1/8 page	184	106	98	86	82	78
1/12 page	135	78	72	63	60	57
Strip DT	248	143	132	116	110	105

Zone 7**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$667	\$501	\$434	\$334	\$320	\$300
2/3 Page	960	528	504	456	384	360
1/2 page	600	330	315	285	240	225
1/3 page	480	264	252	228	192	180
1/4 page	360	198	189	171	144	135
1/6 page	240	132	126	114	96	90
1/8 page	164	90	86	78	65	61
1/12 page	120	66	63	57	48	45
Strip DT	220	121	116	105	88	83

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$854	\$641	\$539	\$427	\$410	\$385
2/3 Page	1,368	672	624	528	504	480
1/2 page	855	420	390	330	315	300
1/3 page	684	336	312	264	252	240
1/4 page	513	252	234	198	189	180
1/6 page	342	168	156	132	126	120
1/8 page	233	115	106	90	86	82
1/12 page	171	84	78	66	63	60
Strip DT	314	154	143	121	116	110

Zone 8**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$1,065	\$808	\$701	\$ 539	\$517	\$485
2/3 Page	1,656	840	792	720	648	600
1/2 page	1,035	525	495	450	405	375
1/3 page	828	420	396	360	324	300
1/4 page	621	315	297	270	243	225
1/6 page	414	210	198	180	162	150
1/8 page	282	143	135	123	110	102
1/12 page	207	105	99	90	81	75
Strip DT	380	193	182	165	149	138

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$1,336	\$993	\$835	\$662	\$636	\$596
2/3 Page	2,304	1,056	984	888	840	792
1/2 page	1,440	660	615	555	525	495
1/3 page	1,152	528	492	444	420	396
1/4 page	864	396	369	333	315	297
1/6 page	576	264	246	222	210	198
1/8 page	393	180	168	151	143	135
1/12 page	288	132	123	111	105	99
Strip DT	528	242	226	204	193	182

Zone 10**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$704	\$528	\$458	\$352	\$338	\$317
2/3 Page	1,296	552	528	456	384	360
1/2 page	810	345	330	285	240	225
1/3 page	648	276	264	228	192	180
1/4 page	486	207	198	171	144	135
1/6 page	324	138	132	114	96	90
1/8 page	221	94	90	78	65	61
1/12 page	162	69	66	57	48	45
Strip DT	297	127	121	105	88	83

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$869	\$652	\$548	\$435	\$417	\$391
2/3 Page	1,704	672	624	576	552	528
1/2 page	1,065	420	390	360	345	330
1/3 page	852	336	312	288	276	264
1/4 page	639	252	234	216	207	198
1/6 page	426	168	156	144	138	132
1/8 page	290	115	106	98	94	90
1/12 page	213	84	78	72	69	66
Strip DT	391	154	143	132	127	121

Zone 11**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$1,145	\$820	\$ 711	\$547	\$525	\$492
2/3 Page	1,416	888	816	720	696	648
1/2 page	885	555	510	450	435	405
1/3 page	708	444	408	360	348	324
1/4 page	531	333	306	270	261	243
1/6 page	354	222	204	180	174	162
1/8 page	241	151	139	123	119	110
1/12 page	177	111	102	90	87	81
Strip DT	325	204	187	165	160	149

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$ 1,488	\$1,036	\$872	\$691	\$663	\$622
2/3 Page	1,920	1,104	1,032	888	840	792
1/2 page	1,200	690	645	555	525	495
1/3 page	960	552	516	444	420	396
1/4 page	720	414	387	333	315	297
1/6 page	480	276	258	222	210	198
1/8 page	327	188	176	151	143	135
1/12 page	240	138	129	111	105	99
Strip DT	440	253	237	204	193	182

Zone 13**Thursday**

	1x	6x	13x	26x	39x	52x
Full page	\$574	\$426	\$369	\$284	\$273	\$256
2/3 Page	696	456	384	360	336	312
1/2 page	435	285	240	225	210	195
1/3 page	348	228	192	180	168	156
1/4 page	261	171	144	135	126	117
1/6 page	174	114	96	90	84	78
1/8 page	119	78	65	61	57	53
1/12 page	87	57	48	45	42	39
Strip DT	160	105	88	83	77	72

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$749	\$488	\$411	\$325	\$312	\$293
2/3 Page	936	528	504	432	408	384
1/2 page	585	330	315	270	255	240
1/3 page	468	264	252	216	204	192
1/4 page	351	198	189	162	153	144
1/6 page	234	132	126	108	102	96
1/8 page	160	90	86	74	70	65
1/12 page	117	66	63	54	51	48
Strip DT	215	121	116	99	94	88

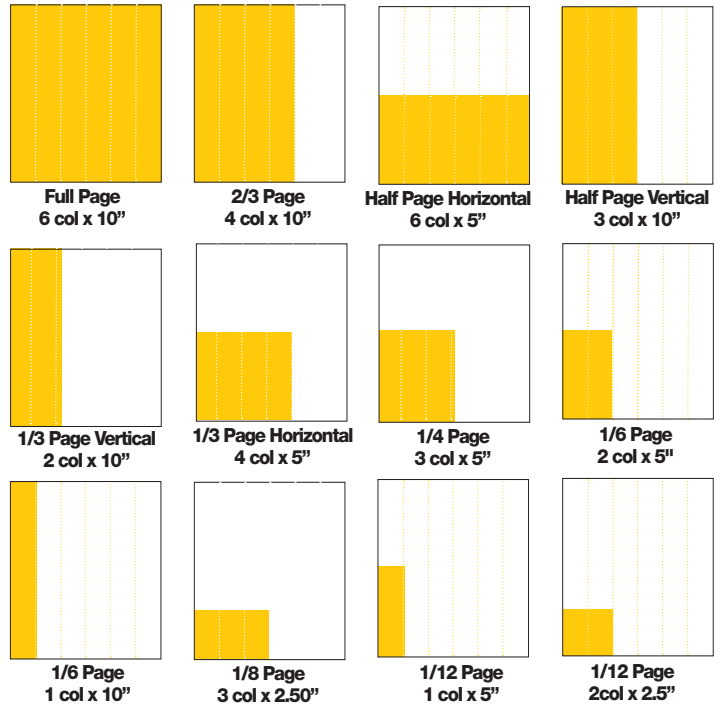
Zone 14

Thursday

	1x	6x	13x	26x	39x	52x
Full page	\$750	\$ 562	\$487	\$ 375	\$360	\$338
2/3 Page	1,344	576	528	480	456	384
1/2 page	840	360	330	300	285	240
1/3 page	672	288	264	240	228	192
1/4 page	504	216	198	180	171	144
1/6 page	336	144	132	120	114	96
1/8 page	229	98	90	82	78	65
1/12 page	168	72	66	60	57	48
Strip DT	308	132	121	110	105	88

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$909	\$682	\$574	\$454	\$436	\$409
2/3 Page	1,776	720	648	600	576	528
1/2 page	1,110	450	405	375	360	330
1/3 page	888	360	324	300	288	264
1/4 page	666	270	243	225	216	198
1/6 page	444	180	162	150	144	132
1/8 page	303	123	110	102	98	90
1/12 page	222	90	81	75	72	66
Strip DT	407	165	149	138	132	121



Miami-Dade County All-Zones Rate

Thursday

	1x	6x	13x	26x	39x	52x
Full page	\$6,928	\$5,078	\$4,401	\$3,385	\$3,250	\$3,047
2/3 Page	9,864	5,400	5,040	4,464	4,128	3,792
1/2 page	6,165	3,375	3,150	2,790	2,580	2,370
1/3 page	4,932	2,700	2,520	2,232	2,064	1,896
1/4 page	3,699	2,025	1,890	1,674	1,548	1,422
1/6 page	2,466	1,350	1,260	1,116	1,032	948
1/8 page	1,681	920	859	761	704	646
1/12 page	1,233	675	630	558	516	474
Strip DT	2,261	1,238	1,155	1,023	946	869

Sunday

	1x	6x	13x	26x	39x	52x
Full page	\$8,828	\$6,386	\$5,373	\$4,257	\$4,087	\$3,832
2/3 Page	13,440	6,816	6,288	5,568	5,280	4,944
1/2 page	8,400	4,260	3,930	3,480	3,300	3,090
1/3 page	6,720	3,408	3,144	2,784	2,640	2,472
1/4 page	5,040	2,556	2,358	2,088	1,980	1,854
1/6 page	3,360	1,704	1,572	1,392	1,320	1,236
1/8 page	2,291	1,162	1,072	949	900	843
1/12 page	1,680	852	786	696	660	618
Strip DT	3,080	1,562	1,441	1,276	1,210	1,133

- Buy all 11 Miami-Dade neighbors zones and save
- No other discounts apply.
 - Multiple zone discounts do not apply
 - Academic rate 13x
 - Charity rates 52x
 - Political/Advocacy rates 26x

Color Rates Per Zone

	1 Color	Full Color
Greater than 1/2 to full page	\$100	\$250
Less than 1/2 to 1/4 page	50	125
Less than 1/4 page	35	85

Charity and Non-for Profit Rates

Billed at the 52x Miami-Dade Neighbors rate.

Political Advocacy Rates

Billed at the 26x Miami-Dade Neighbors rate.

Academic Rates

Billed at the 13x Miami-Dade Neighbors rate.

Multiple Zone Discounts

- Run in two zones and receive a 5% discount in each zone.
- Run in three to five zones and receive a 10% discount in each zone.
- Run in six or more zones and receive a 15% discount in each zone.
- Multiple zone ads will count towards contract fulfillment.
- To receive multiple zone discount, ads must be the same size and same copy in each zone.

Advertisers can fulfill their contracts as shown below:

6x commences with first insertion date, expires 13 calendar weeks

13x commences with first insertion date, expires 26 calendar weeks

26x commences with first insertion date, expires 52 calendar weeks

52x commences with first insertion date, expires 52 calendar weeks

Each insertion will be counted towards contract fulfillment. If advertiser publishes three (3) ads in different zones on same day, each ad will count towards contract fulfillment. Frequency is based on the number of ads. Advertisers can run any modular ad size.

Restaurant Business Builder

The perfect restaurant advertising solution delivering the best results for your restaurant by reaching the market and your neighborhood consistent, easy and affordable.

	2 col. x 5"	3 col. x 5"
13 x B/W	\$374.00	\$478.00
26X B/W	305.00	388.00
Annual 48X B/W	275.00	348.00

Auto Aftercare

An Auto Care ad (2 col x 5" B&W) can be placed in Wednesday's El Nuevo Herald and two Miami-Dade Neighbors zones on Thursday and Sunday as low as \$260 (26x). Package price includes 30-day adlink on MiamiHerald.com Cars channel. Each additional Miami-Dade Neighbors zone on Thursday and Sunday \$80.00.

1X	6X	13X	26X
\$355	\$320	\$290	\$260

Everything for Kids

An Everything for Kids ad (2 col x 5" B&W) can be placed in Wednesday's El Nuevo Herald and two Miami-Dade Neighbors zones on Thursday and Sunday as low as \$260 (26x). Package price includes 30-day ROS adlink on MomsMiami.com. Each additional Miami-Dade Neighbors zone on Thursday and Sunday \$80.00.

1X	6X	13X	26X
\$355	\$320	\$290	\$260

Health & Fitness

A Health and Fitness ad (2 col x 5" B&W) can be placed in Wednesday's El Nuevo Herald and two Miami-Dade Neighbors zones on Thursday and Sunday as low as \$260 (26x). Package price includes 30-day adlink on MiamiHerald.com Living Channel. Each additional Miami-Dade Neighbors zone on Thursday and Sunday \$80.00.

1X	6X	13X	26X
\$355	\$320	\$290	\$260

Golf Banner Page

A Golf feature page ad can be purchased in Friday's Miami Herald Sports section. Package price includes 30-day ad link on MiamiHerald.com Sports Channel.

	Miami Dade Zone
2 col x 3" B&W	\$498
2 col x 6" B&W	\$996

Monroe County Zoned Editions

The Miami Herald and its parent company, The McClatchy Co., own two newspapers in the Florida Keys that mainland advertisers can use to reach Monroe County's 85,000 permanent residents.

The Florida Keys Keynoter, published Wednesday and Saturday mornings, circulates throughout the Keys from Key Largo to Key West. The Reporter, published Thursdays, circulates in the Upper Keys.

On Wednesdays, The Miami Herald offers a special combo buy: for just \$2.50 per column inch over the Keynoter's regular rate, advertisers can reach more than 48,000 consumers throughout the Keys with an ad in both the Keynoter and The Miami Herald's Keys Edition. The Saturday combo rate is \$9.50 per column inch over the Keynoter rate.

An advertiser can reach consumers throughout the Keys as well as Cutler Bay, Florida City, Goulds, Homestead, Naranja, Perrine and the Redlands. If an advertiser has a location only in the Keys and runs in the Keynoter and Reporter first, The Miami Herald offers a pick-up combo buy into the South Dade Neighbors on Thursdays or Sundays at \$8.00 per column inch. The copy, size and text of the ad may change. See Miami-Dade Neighbors for modular sizes.

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.
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.