

# The Miami Herald Local Business Retail Advertising Rates

ADRE194 11/08 R15

## The Miami Herald

### 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, 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.

### Local Business Rates apply only to:

- Night clubs and bars
- Small furniture stores (single location; no chains)
- Futon stores
- Weight loss/diet centers (excluding corporate ads and chains)
- Gyms/health clubs
- Health associations and professionals (excluding hospitals)
- Convenience stores
- Card shops
- Shoe stores (no chains)
- Nutritional centers (excluding corporate ads and chains)
- Beauty salons
- Clothing stores (no chains)
- Bike shops
- Specialty food stores (excluding chains & grocery stores)
- Retail vitamin chains (excluding corporate ads and chains)
- Attorneys
- Florists

For all other businesses, earned contract rates apply (please refer to rate card R1).

### Tropical Life Themes

- Monday:** People  
**Tuesday:** Health  
**Wednesday:** Style  
**Thursday:** Food and Dining  
**Friday:** Weekend  
**Saturday:** Family & Values  
**Sunday:** Arts & Entertainment/Home & Design

### TROPICAL LIFE LOCAL BUSINESS RATES

#### Monday-Thursday & Saturday Rates

	Size	Open	6x	13x	26x	52x
<b>Full Page</b>	6col x 21"	\$8,990	\$8,540	\$8,090	\$7,640	\$7,190
<b>Half Page</b>	6col x 10.5" or 3col x 21"	\$4,650	\$4,420	\$4,185	\$3,955	\$3,720
<b>1/4 Page</b>	3col x 10.5"	\$2,450	\$2,330	\$2,205	\$2,085	\$1,960
<b>1/8 Page</b>	3col x 5.25"	\$1,235	\$1,175	\$1,110	\$1,050	\$990
<b>1/16 Page</b>	2col x 4"	\$640	\$610	\$575	\$545	\$510

For Friday Tropical Life: Weekend rates, please refer to rate card R1.

### Sunday Rates

	Size	Open	6x	13x	26x	52x
<b>Full Page</b>	6col x 21"	\$12,600	\$11,970	\$11,340	\$10,710	\$10,080
<b>Half Page</b>	6col x 10.5" or 3col x 21"	\$6,550	\$6,225	\$5,895	\$5,570	\$5,240
<b>1/4 Page</b>	3col x 10.5"	\$3,400	\$3,230	\$3,060	\$2,890	\$2,720
<b>1/8 Page</b>	3col x 5.25"	\$1,735	\$1,650	\$1,560	\$1,475	\$1,390
<b>1/16 Page</b>	2col x 4"	\$892	\$845	\$805	\$760	\$715

Color rates 50% off regular Miami Herald Retail color rates.  
See rate card R10 for color rates.

### 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 tandem with other MHMC products.*