

## 2016 Miami Herald / el Nuevo Herald Deadlines

### Miami Herald Ad Deadlines

Day of Publication	Ad Space Deadline
<b><u>Monday</u></b> Main, Sports Business Monday	Friday at 3:00 p.m. Thursday at 3:00 p.m.
<b><u>Tuesday</u></b> Main, Sports Tropical Life / Health	Friday at 3:00 p.m. Friday at 12 noon
<b><u>Wednesday</u></b> Main, Sports Tropical Life / Style	Monday at 3:00 p.m. Friday at 5:00 p.m.
<b><u>Thursday</u></b> Main, Sports Tropical Life / Food & Dining	Tuesday at 3:00 p.m. Monday at 5:00 p.m.
<b><u>Friday</u></b> Main, Sports Weekend	Wednesday at 3:00 p.m. Tuesday at 5:00 p.m.
<b><u>Saturday</u></b> Main, Sports Tropical Life / Family & Values South Florida Home	Thursday at 3:00 p.m. Wednesday at 5:00 p.m. Tuesday at 1:00 p.m.
<b><u>Sunday</u></b> Main, Sports In Depth Comics Tropical Sunday	Friday at 3:00 p.m. Thursday at 3:00 p.m. Monday, 13 days prior Thursday at 2:00 p.m.

### el Nuevo Herald Ad Deadlines

Day of Publication	Ad Space Deadline
<b><u>Monday</u></b> Sección A, Trasfondo, Deportes	Friday at 3:00 p.m.
<b><u>Tuesday</u></b> Sección A, Trasfondo, Deportes	Friday at 5:00 p.m.
<b><u>Wednesday</u></b> Sección A, Trasfondo, Deportes Viva Más / Sabores / Aplausos	Monday at 3:00 p.m. Friday at 12 noon
<b><u>Thursday</u></b> Sección A, Trasfondo, Deportes	Tuesday at 3:00 p.m.
<b><u>Friday</u></b> Sección A, Trasfondo, Deportes Viernes	Wednesday at 3:00 p.m. Tuesday at 3:00 p.m.
<b><u>Saturday</u></b> Sección A, Trasfondo, Deportes	Thursday at 3:00 p.m.
<b><u>Sunday</u></b> Sección A, Trasfondo, Deportes Pasaporte De Fiesta / Estilo Arte y Letras Hogar	Friday at 3:00 p.m. Wednesday at 12 noon Friday at 12 noon, 9 days prior Tuesday at 12 noon Wednesday at 2:00 p.m.

*Any ads requiring translation must be submitted 1 day prior to deadline*

### Other Deadlines

#### Miami-Dade Neighbors

- Thursday Pub Date**

Space Reservation	Friday at 5:00 p.m.
Copy with Proof	Wednesday at 6:00 p.m.
Copy without Proof	Friday at 6:00 p.m.

- Sunday Pub Date**

Space Reservation	Wednesday at 5:00 p.m.
Copy with Proof	Monday at 6:00 p.m.
Copy without Proof	Wednesday at 5:00 p.m.

#### Broward Local Sunday

Space Reservation	Thursday at 3:00 p.m.
Copy with Proof	Wednesday at 6:00 p.m.
Copy without Proof	Friday at 12 noon

#### Yes (Sunday Select ROP)

Space Reservation	Tuesday at 12 noon
Copy with Proof	Thursday at 5:00 p.m.
Copy without Proof	Tuesday at 3:00 p.m.

#### Print & Deliver Deadlines

Copy with Proof / Space	Thursday, 21 days prior
Camera-Ready Art	Friday, 13 days prior
Translation	3 days earlier

#### Inserts

#### Miami Herald / el Nuevo Herald

Space reservation: in writing, three (3) weeks prior to insertion date.  
Materials: please deliver materials no earlier than 21 days prior to insertion date, and no later than 10 days prior to insertion date

#### Miami Herald Values

Must be confirmed with your Miami Herald advertising representative.  
Materials: should be provided three weeks prior to insertion date

## 2016 Miami Herald / el Nuevo Herald Deadlines

### Classified Deadlines (Miami Herald and el Nuevo Herald)

Day of Publication	Liner Ads	Display Ads with Proof	Display Ad Space Deadline
Monday Monday Commercial Properties/Investments	Friday at 5:30 p.m. Thursday at 3:00 p.m.	Wednesday at 5:30 p.m. Tuesday at 5:30 p.m.	Friday at 5:30 p.m. Thursday at 3:00 p.m.
Tuesday	Monday at 3:00 p.m.	Thursday at 5:30 p.m.	Friday at 5:30 p.m.
Wednesday	Tuesday at 3:00 p.m.	Friday at 5:30 p.m.	Monday at 3:00 p.m.
Thursday	Wednesday at 3:00 p.m.	Monday at 5:30 p.m.	Tuesday at 3:00 p.m.
Friday	Thursday at 3:00 p.m.	Monday at 5:30 p.m.	Wednesday at 3:00 p.m.
Saturday Saturday Real Estate	Thursday at 5:30 p.m. Thursday at 12 noon	Tuesday at 5:30 p.m. Friday at 5:00 p.m.	Thursday at 5:30 p.m. Wednesday at 4:00 p.m.
Sunday Sunday Business Opportunity Sunday Real Estate	Friday at 5:30 p.m. Thursday at 3:00 p.m. Friday at 12 noon	Wednesday at 5:30 p.m. Tuesday at 5:30 p.m. Monday at 5:00 p.m.	Friday at 5:30 p.m. Thursday at 3:00 p.m. Thursday at 5:00 p.m.

### ROP Premium Position Cancellation Policy

ROP premium positions (defined as spades, double trucks and Section A front page strips) in the Miami Herald, el Nuevo Herald, and Yes! (Sunday Select) publishing on January 1, February 13, February 15, May 30, September 5, and during November and December will be subject to a mandatory cancellation fee.

Once Advertiser reserves Publication Date(s) for ROP premium position(s) for any of the positions and dates outlined above, Advertiser cannot cancel or change that date(s) unless Advertiser delivers written notice of change or cancellation to MHMC not less than seven (7) business days prior to publication date. If Advertiser's written notice is not timely, or if Advertiser otherwise fails to keep the Publication Date for such premium positions, then unless the advertising runs as scheduled Advertiser agrees to pay a cancellation fee equal to 25% of reserved ad position amount.

### Holiday Rates and Circulation

We provide Sunday circulation of the Miami Herald and el Nuevo Herald to all subscribers on the following days/sections:

New Year's Day *	Fri, Jan 1
Martin Luther King Holiday	Mon, Jan 18
Special "Food" Themed Section	Wed, Feb 17
Special "Personal Finance" Section	Wed, Mar 16
Special "History/Flashback Miami (Miami Beach)" Section	Wed, Apr 20
Memorial Day	Mon, May 30
Special "Crime" Section	Wed, Jun 15
Independence Day *	Mon, Jul 4
Special Football Preview Section (Miami Herald only)	Thurs, Sep 1
Labor Day *	Mon, Sep 5
Hispanic Heritage	Thurs, Sep 15
Special "Home & Garden" Section	Wed, Oct 12
Thanksgiving Day Eve	Wed, Nov 23
Thanksgiving Day *	Thurs, Nov 24
Day After Thanksgiving *	Fri, Nov 25
Christmas Eve Day *	Sat, Dec 24
Day After Christmas *	Mon, Dec 26
New Year's Eve Day *	Sat, Dec 31

\* The following days/sections are also charged at the Sunday contract rate and include Sunday pricing of color and any other applicable premiums: New Year's Day, Independence Day, Labor Day, Thanksgiving Day Eve, Thanksgiving Day, Day After Thanksgiving, Christmas Eve Day, Christmas Day, Day After Christmas, New Year's Eve Day.

### 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 line 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.

### Outproof Policy

A proof of your ad is provided free of charge. If rush proof is required, an additional \$40.00 will be charged to your account, and the proof will be available within 4 hours of the request.

Changes and revisions to your proof can be made free of charge up to two (2) times. A \$25.00 charge will be incurred for each subsequent revision requested.

### Contact Information

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

Classified Advertising Main Office..... 866-860-6000  
Email..... [adinfo@miamiherald.com](mailto:adinfo@miamiherald.com)

Be sure to visit [MiamiHeraldAdvertising.com](http://MiamiHeraldAdvertising.com).  
All rates current at time of publication.