

Zoning Rules

	order to Packaging	jacket	minimum	distribution	ship to	
Miami Herald	Wed Insert	14 days prior to pub date	Herald Values	20k (or 30k total if in combo with TMC)	HD by zip cluster, zip, or sub-zip; SC by zip cluster. Keys combined HD+SC.	GW
	Thur Insert	14 days prior to pub date	Tropical Life	20k (or 30k total if in combo with TMC)	HD by zip cluster, zip, or sub-zip. SC by zip cluster. Keys combined HD+SC.	GW
	Sat Insert	14 days prior to pub date	Driven (Auto/Class)	30k	HD by zip cluster or zip. SC by zip cluster. Keys combined HD+SC.	GW
	Sun Insert	14 days prior to pub date	Brandsmart/ Comics	75k	HD and/or SC by zip cluster. Keys combined HD+SC.	GW
	Herald Note Main	25 days prior to pub date	Front Page 1A	25k M-T-W, 50k Thur, Fri & Sat 100k Sun	Total HD + SC by zip cluster by county. No single copy on Saturday.	DORAL
	Herald Note Other Sections	25 days prior to pub date	Bus Mon, Thur Tropical Life, Fri Weekend, Sat Driven	25k Mon & Thur, 50k Fri & Sat, 100k Sun	Total HD + SC by zip cluster by county.	DORAL
	Polybag	25 days prior to pub date	Sun-Sat	50k	HD only by zip cluster.	ANNEX
	Special Handle	Field Inserted pieces by special management permission only. All follow the same above deadline requirements. Available 7 days. Surcharges apply.				DORAL
el Nuevo Herald	Wed Insert	14 days prior to pub date	Sabores/Viva Mas	20k (or 30k total if in combo with TMC)	HD and/or SC by zip cluster. Keys combined HD+SC.	GW
	Thur Insert	14 days prior to pub date	Herald Values	20k (or 30k total if in combo with TMC)	HD and/or SC by zip cluster. Keys combined HD+SC.	GW
	Sat Insert	14 days prior to pub date	Driven (Auto/Class)	30k	HD and/or SC by zip cluster. Keys combined HD+SC.	GW
	Sun Insert	14 days prior to pub date	Brandsmart	35k	HD and/or SC by zip cluster. Keys combined HD+SC.	GW
	el Nuevo Herald Note Main	25 days prior to pub date	Front Page 1A	25k	Total HD + SC by zip cluster. No single copy on Saturday.	DORAL
	el Nuevo Herald Note Other Sections	25 days prior to pub date	Galeria 305	25k	Total HD + SC by zip cluster.	DORAL
	Polybag	25 days prior to pub date	Sun-Sat	35K	HD only by zip cluster.	ANNEX
	Special Handle	Field Inserted pieces by management permission only. All follow the same above deadlines. Available 7 days. Surcharges apply.				DORAL
Keys	Wed/Fri/Sat	14 days prior to pub date	Keynoter Wed & Sat, Reporter Fri	Full run	Total HD + SC.	DORAL
TMC	Tue/Wed/Thu Alternate Delivery	14 days prior to pub date	Herald Values	20k (or 30k total if in combination with Wed or Thur MH/ENH)	Zip or sub-zip. No Broward County sub-zip.	GW
Sunday Select "YES!"	Saturday/Sunday	14 days prior to pub date	Yes!	Total Distribution	Total distribution.	GW
	Notes	25 days prior to pub date	Yes!	Total Distribution	Total distribution.	DORAL
Thanks giving	11/24/2016	14 days prior to pub date	MH+ENH+YES	Total MH + ENH + Yes	Combined total distribution in MH + ENH + YES	GW