

The Miami Times

One Family - Serving Since 1923
 900 N.W. 54th Street • Miami, FL 33127-1818 • Phone: 305-693-7093 • Fax: 305-694-6215

Display Advertising Rate Card 2012

Open Rate \$30 (NET)

6x	13x	18x	26x	39x	52x
\$25.50	\$24.60	\$24	\$22.50	\$21.60	\$19.50

Frequency Contracts: These rates are designed for advertisers who want to realize the value in customer response and the cost savings of running consecutive ads. (10 inch minimum)

Color Availability

Black plus one color	\$150
Black plus two colors	\$350
Black plus three colors	\$600

Full Page
 12.75 x 20.75
 (124.5 inches)

\$3,735

Half Page
 12.75 x 10.5
 (63 inches)

\$1,890

Quarter Page
 6.3 x 10.5
 (31.5 inches)

\$945

Eighth Page
 8.45 x 4
 (16 inches)

\$480

Mechanical Requirements

Publication Trim Size 13 3/4 x 22
 Page Type Space 12.75 x 20.75

1 Column = 2"	4 Columns = 8.45"
2 Columns = 4.167"	5 Columns = 10.625"
3 Columns = 6.3"	6 Columns = 12.75"

Double Truck 26.5" charged as 13 columns
 Any depth over 18" is charged as a full column

Deadlines

Proof Friday 5 p.m.
 Display Monday 5 p.m.
 Proofs after 5 p.m. Monday pay an additional \$25

Advertising Design

Ad design and layout is considered to be an integral element of the paper's look. Ads get better results when they catch the readers' attention. Typesetting, scans and professional layout assistance is available at 20% of the cost of the ad.

Placement

To create convenience for our readers and advertisers, every attempt is made to place ads by the nature of content. Requests for position can be made but are never guaranteed. Guaranteed positioning is available for 25% of the cost of the ad. Premium pages at 35% of the cost of the ad. Premium pages are the inside fronts and backs of all sections. No adjustments will be given if and when a position request is not fulfilled.

Submission

We accept all SAU (Standard Advertising Unit) ads produced in QuarkXpress, Adobe InDesign, Photoshop and Illustrator. Files may be submitted via e-mail to advertising@miamitimesonline.com or delivered on disk to our office.

Member of



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