

# Advertise on the Front Page of Business



## Pricing/Contracts

Pricing includes color. Advertisers must sign a contract for a 10 or more insertions.

Acceptance Policy: All ads will have family appropriate content. All copy will need to be approved in advance. Limited to one product and price point in ad. No political, tobacco, alcohol or any other advertising deemed not appropriate by the Ad Director will be eligible for these positions.

Advertisers will sign a contract and be re-rated to the appropriate earned rate if they fail to meet their contract obligations.

Advertiser will have first right of refusal for the following year. A commitment will be required 60 days in advance, or the date will become available to all advertisers.

All spending on section front advertising will count toward contract fulfillment.

All rates are in effect through August 31, 2009.

All advertisers will be charged 50% of the ad cost if they fail to give 10 days notice to cancel placement of their ad.

## National Rates (Net)

Effective Sept. 1, 2008.

Section front: Business Tuesday, Friday, Sunday  
2 classified columns x 2" = 4"

COMMITMENT	DAILY	SUNDAY *
1-9 insertions	\$575	\$930
10 insertions	\$465	\$850
20 insertions	\$425	\$775
50 insertions	\$350	\$695

### Did you know...

- Of the 246,000 adults who read the Sunday paper, 71% indicate they are regular readers of this section
- Of the 201,000 adults who read the daily paper, 81% indicate they are regular readers of this section

Call your ad rep or call 791-6100,  
or 800-442-6036, ext. 6200 today.  
FAX 791-6923 or 791-6925

SPECIAL SECTIONS SPECIAL PAGES PROGRAMS

Portland Press Herald  
Est. 1802  
Maine Sunday Telegram  
What Maine reads.

