

# Advertise on the Front Page of Food & Health

## Pricing/Contracts

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

Acceptance Policy: All ads will have family appropriate content. All copy will need to be approved in advance. 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.

Rates effective

September 1, 2008.

Food & Health - Wednesday only  
(6 column x 2.5" - 15")

COMMITMENT	SUNDAY
1-9 insertions	\$2,055
10 insertions	\$1,660
20 insertions	\$1,575
50 insertions	\$1,500

Did you know...

- Of the 201,000 adults who read the daily paper, 77.7% indicate they are regular readers of this section
- 89.8% of women readers regularly read the Food & Health section
- Plus, your ad on [pressherald.maintoday.com/foodhealth](http://pressherald.maintoday.com/foodhealth)

Call your ad rep or call 791-6200, 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.

