

Mass Impact Rates (MIR) Program... Reach + Frequency = More Sales!

**FIND MORE
POTENTIAL
CUSTOMERS**

**WITH A
LOWER COST
FOR EACH
INSERTION**

Program Details:

- Pick-up discounts do not apply.
- Rate Break rates do not apply.
- TOMA rate contracts do not apply.
- No copy changes to original ad for the run of the schedule.*

Extend Your Reach & Maximize Your Impact

- Add Online Sticky Note:
PressHerald.com: \$300
MaineToday.com: \$250
- Add Savings Source for \$10 per column inch
- Add Zone For 50% Off

PROGRAM RATES

4-day MIR	
1st Run	Contract/Open Rate
2nd Run	\$22.00
3rd Run	\$20.95
4th Run	FREE

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

* Copy changes allowed for \$75 per change.

SPECIAL SECTIONS SPECIAL PAGES PROGRAMS

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

