

Advertise on the Front Page of Sports



Pricing/Contracts

Pricing includes color. Advertisers must sign a contract for 10 or more insertions. Sunday advertisers will also receive one week of that sections leaderboard position on pressherald.maintoday.com/sports.

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.

Sports Wednesday, Thursday, Friday, Sunday
(6 column x 2.5" - 15")

Sports Monday, Tuesday, Saturday
6 column x 2.5" - 15"

COMMITMENT	DAILY	SUNDAY	COMMITMENT	DAILY
1-9 insertions	\$1,220	\$1,835	1-9 insertions	\$1,085
10 insertions	\$970	\$1,480	10 insertions	\$870
20 insertions	\$920	\$1,430	20 insertions	\$820
50 insertions	\$870	\$1,380	50 insertions	\$765
150 insertions	\$765	\$1,275	150 insertions	\$665

(Sunday section front includes one week on pressherald.maintoday.com/sports Leaderboard)

Did you know...

- Of the 246,000 adults who read the Sunday paper, 66% indicate they are regular readers of this section
- Of the 201,000 adults who read the daily paper, 69% indicate they are regular readers of this section
- Plus, pressherald.maintoday.com/sports receives 20,000 ad impressions per week

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. 1862
Maine Sunday Telegram
pressherald.com

