

# Holidays *in* TICKET

Don't miss the chance to Pump Up your holiday exposure by advertising in one or all four of our holiday-themed center spreads.

That's right! For four Thursdays between Thanksgiving and the December holidays, the middle of the Herald-Tribune Media Group's popular TICKET entertainment guide will be devoted to holiday topics and can be bordered by your advertising message.

## Topics include:

- Holiday Entertaining - November 26
- Holiday Decorating - December 3
- Holiday Lifestyle - December 10
- Holiday Spirit - December 17

Plus, these theme pages can be a great adjunct to advertising in the Herald-Tribune's Holiday Gift Guide – a stand-alone tabloid that publishes on Thanksgiving Day. Advertisers with at least a 1/4 page in the Holiday Gift Guide will receive a 25 percent discount on theme page rates.

To reserve advertising space, please contact your Herald-Tribune Media Group marketing consultant or call 361-4000.



## Space Deadline:

4 p.m., Monday prior to publication

## Publishing:

Thursday, November 26  
Thursday, December 3  
Thursday, December 10  
Thursday, December 17

## Distribution:

Reach more than 218,000 readers with Herald-Tribune Media.

| Ad Size                             | Rate     |
|-------------------------------------|----------|
| 1/2 Page Horizontal (10" x 4.812")  | \$800.00 |
| 1/2 Page Vertical (4.931" x 9.762") | \$800.00 |
| 1/4 Page (4.931" x 4.812")          | \$400.00 |

Prices include process color

## Special Discounted Rates:

**Holiday**  
*Gift Guide*

Purchase a 1/4 page ad or larger in the Holiday Gift Guide and receive a 25% discount on the above rates.

| Ad Size                             | Rate     |
|-------------------------------------|----------|
| 1/2 Page Horizontal (10" x 4.812")  | \$600.00 |
| 1/2 Page Vertical (4.931" x 9.762") | \$600.00 |
| 1/4 Page (4.931" x 4.812")          | \$300.00 |

Prices include applied discount and process color