

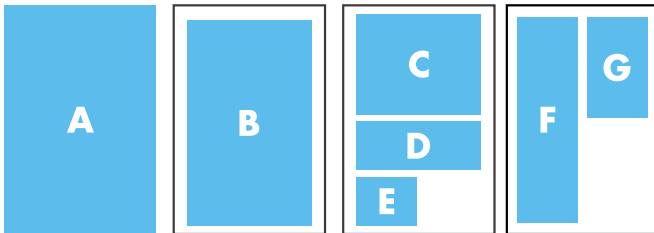
EXPLORE + DISCOVER

LA REGION EXPLORE + DISCOVER GUIDE

Our greater LA region has a lot to offer, and we want to showcase how unique + vivid our area of Maine truly is - to visitors and the talent being recruited to our region. With events happening all year and Maine's great outdoors right in our backyard, we are a great destination for families, couples, and solo explorers to visit, live, work and play. This [regional printed guide](#) will highlight the greater LA Region, from Poland to Lisbon, to Sabattus + Turner.

Who you will reach: The [LA Region Explore + Discover Guide](#) will reach residents, and visitors to Maine through AAA Travel, Maine Office of Tourism Visitor locations and area Chambers; as well as reaching aspiring Mainers looking to relocate to Maine for our quality of life. This printed guide will also be an exceptional asset used for recruiting prospective talent to our region.

AD SPECS



A - FULL BLEED

5.625"W x 8.5"H

B - FULL PAGE

4.625"W x 7.625"H

C - 1/2 HORIZONTAL

4.625"W x 3.75"H

D - 1/4 HORIZONTAL

4.625"W x 1.8125"H

E - 1/8

2.25"W x 1.8125"H

F - 1/2 VERTICAL

2.25"W x 7.625"H

G - 1/4 VERTICAL

2.25"W x 3.75"H

MEMBER RATES:

Back Cover*: \$1,200

Inside Cover

(Front or Back)*: \$1,050

Centerfold Spread

\$1,800*

Full Page (A or B): \$1,000

1/2 Page (C or F): \$550

1/4 Page (D or G): \$375

1/8 Page (E): \$300

NON-MEMBER RATES:

Full Page (A or B): \$1,200

1/2 Page (C or F): \$675

1/4 Page (D or G): \$475

1/8 Page (E): \$375

*Explore + Discover is a publication of the LA Metro Chamber, those with Chamber memberships in good standing will receive the special member rates.

PAY IT FORWARD

Pay it forward is a movement built on kindness + community. You select the ad size from below, and a business or organization that has been impacted by the pandemic will receive an ad free of charge. Your business' support will be noted on the ad that you pay forward.

Support industries hit the hardest due to the pandemic. Find out more on page 2.

EXPLORE + DISCOVER GUIDE SECTIONS

STAY A DAY

Highlights visitor attractions completed in a day

STAY TO PLAY

Highlights longer trips + overnight area attractions

STAY A LIFETIME

Highlights quality of life + the fabric of our community

2021 EXPLORE + DISCOVER METRICS

Last year, over **14,000** copies of the Explore + Discover guide were distributed throughout our region and sent across the US.

- **7,000+** copies used across the US for employer recruitment
- **4,000+** copies distributed across the region
- **3,000+** copies available at visitor centers in Southern & Western Maine
- **500+** copies requested + mailed across the US through [DiscoverLAMaine.com](#)

KEY DEADLINES

MARCH 1ST: ADVERTISING CONTRACT + AD ARTWORK



EXPLORE + DISCOVER

LA REGION EXPLORE + DISCOVER GUIDE

By placing an ad in the **LA Region Explorer Guide**, your business will reach residents, and visitors to Maine through AAA Travel, Maine Office of Tourism Visitor Locations + area Chambers; as well as aspiring Mainers looking to relocate to Maine for our quality of life. This printed guide will also be an exceptional asset used for recruiting prospective talent to our region.

DISTRIBUTION

AAA Throughout Northern New England
16 Southern + Western Maine Chambers
Maine Visitor Information Centers

DiscoverLAMaine.com
eGuide Available on LAMetroChamber.com
Area Businesses

PAY IT FORWARD

Pay it forward is a movement built on kindness + community. You select the ad size from below, and a business or organization that has been impacted by the pandemic will receive an ad **free of charge**. Your business' support will be noted on the ad that you pay forward.

Businesses + organizations in the following targeted industries will be benefiting from Pay it Forward ads: **local, independent restaurants + breweries/bars, businesses owned by women and/or people of color, start-ups** (*businesses opened since 2019*), **arts + culture organizations, and farms + food producers.**

***While we cannot guarantee specific requests, we invite you to indicate your top targeted industries receiving the free ad in the notes section of the contract form.**

PAY IT FORWARD MEMBER RATES:

- **Full Page for You** (A or B) +
½ Page (C or F) for them: **\$1,300**
- **½ Page for You** (C or F) +
¼ Page (D or G) for them: **\$800**

PAY IT FORWARD NON-MEMBER RATES:

- **Full Page for You** (A or B) +
½ Page (C or F) for them: **\$1,500**
- **½ Page for You** (C or F) +
¼ Page (D or G) for them: **\$1,000**

MORE DISTRIBUTION DETAILS

Planned 2022 Print Quantity: 20,000

- Maine Visitor Centers: 4,000
- Chambers of Commerce: 1,000
- Mail fulfillment requested via website/phone: 1,000
- LAMCC Annual Events: 3,000

Ready to advertise? Contact:

DELAN FULGHAM

207.783.2249

Delan@LAMetroChamber.com

Revisions: Ad design free, 2 proofs/rounds of revisions.
Additional revisions will incur charges.