

MAINE INVITES YOU

2019 RATE CARD AND AD CONTRACT



BOOTHBAY HARBOR REGION
— CHAMBER OF COMMERCE —



TOURISM
ASSOCIATION

MAINE INVITES YOU

With beautiful photography and professionally written content, "Maine Invites You" captures the iconic Maine brand to showcase our beautiful state, as a perfect vacation destination!

As the state's official travel guide, "Maine Invites You" offers a unique opportunity to Maine businesses. It is heavily promoted and marketed by two entities; the Maine Tourism Association and the Maine Office of Tourism. The Maine Tourism Association distributes to the states where Maine visitors are coming from. This includes over 625 locations throughout the Mid-Atlantic, New England states, and some of Canada. We also provide in-state distribution throughout the 7 state Visitor Information Centers, Chambers of Commerce and other industry partners to ensure that "Maine Invites You" advertisers are being seen by visitors who are already here.

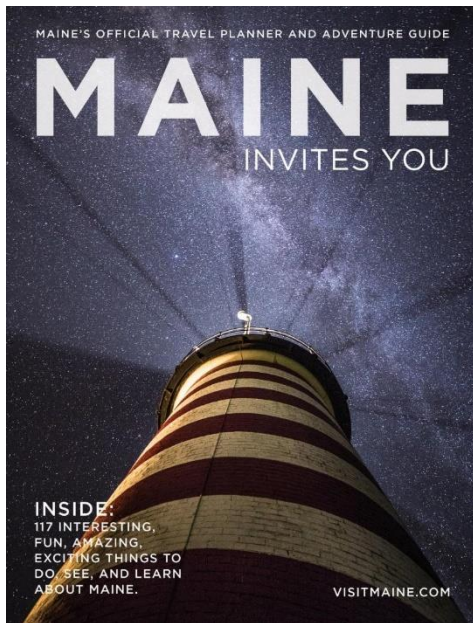
The Maine Office of Tourism uses "Maine Invites You" to fulfill individual domestic and international mailing requests. To obtain a copy of "Maine Invites You," visitors order their free copy of the travel guide through the Maine Office of Tourism website (visitmaine.com) or toll-free number. It is also the deliverable and direct call-to-action in all of MOT's aggressive marketing campaigns.

As an added value to the print media, a digital format of "Maine Invites You" is available on both the mainetourism.com & visitmaine.com websites for additional exposure. Each ad is hyperlinked to the businesses website. The e-guide is additionally promoted through various social media channels, and visitor e-newsletter with 80K+ opt-in recipients.

As the value of print continues to stand the test of time, consumers still rely on print magazines - in particular travel guides like "Maine Invites You" as a reliable resource and pre-trip planning tool. To reach all demographics, we encourage our membership and advertisers alike to implement an integrated marketing platform with a well-balanced combination of print, digital advertising, and social media.



WHAT ARE YOUR ADVERTISING OPTIONS?



Since 1933 the Maine Tourism Association has produced Maine's official travel planner *Maine Invites You*.

Today, even with all the new ways to market, *Maine Invites You* continues to be a valuable resource for visitors planning their trip to Maine.

MTA invites you to be part of the *2019 Maine Invites You* and help invite another generation of visitors to Maine.

300,000
Copies

625+
Locations

100%
Distribution



DIGITAL FORMAT

While print continues to be a relevant pre-trip planning tool, we offer the added value of a **digital e-guide**. The digital format is available and promoted on both the mainetourism.com & visitmaine.com websites. It is further promoted through MTA's Visitor E-Newsletter, with 80k+ recipients.

Each ad within the e-guide is hyperlinked to the business website.

MAINE'S OFFICIAL TRAVEL GUIDE

MAINE INVITES YOU

CIRCULATION

- ◆ 300,000 PRINT PUBLICATIONS + DIGITAL GUIDE

DISTRIBUTION

- ◆ DISTRIBUTED BY MAINE TOURISM ASSOCIATION & THE MAINE OFFICE OF TOURISM
- ◆ MAINE TOURISM ASSOCIATION DISTRIBUTION: 625+ LOCATIONS THROUGHOUT THE MID-ATLANTIC & NEW ENGLAND STATES WITH SOME ◆ DISTRIBUTION TO CANADIAN PROVINCES. IN-STATE DISTRIBUTION INCLUDE THE 7 STATES VISITOR INFORMATION CENTERS, CHAMBERS OF COMMERCE & CVB's
- ◆ MAINE OFFICE OF TOURISM DISTRIBUTION: DOMESTIC & INTERNATIONAL MAILING REQUESTS MADE VIA TOLL-FREE NUMBER OR ONLINE SUBMISSION FORM, TRADE SHOW DISTRIBUTION & DELIVERABLE IN ALL MARKETING CAMPAIGNS
- ◆ YEAR-ROUND DISTRIBUTION

EDITORIAL CALENDAR

- ◆ PRINT & DISTRIBUTION DATE: JANUARY 2019
- ◆ 1 ISSUE PER YEAR WITH YEAR-ROUND DISTRIBUTION

DIGITAL FORMAT & PROMOTION

- ◆ ADDED VALUE OF DIGITAL E-GUIDE PROMOTED BY THE MAINE TOURISM ASSOCIATION & THE MAINE OFFICE OF TOURISM. AVAILABLE ON BOTH THE MAINE TOURISM.COM | VISITMAINE.COM WEBSITES
- ◆ PROMOTED VIA 80,000+ OPT-IN VISITOR E-NEWSLETTER + SOCIAL MEDIA CHANNELS

DEADLINES

- ◆ OCTOBER 2018 - SPACE RESERVATION
- ◆ COOPERATIVE ADVERTISING DEADLINES WILL VARY
- ◆ FIRST RIGHT OF REFUSAL IS EXTENDED TO PREVIOUS YEARS ADVERTISER NO LATER THAN SPACE RESERVATION DEADLINE

2019 Maine Invites You Co-Op

Presented by the Boothbay Harbor Region Chamber of Commerce

Sign-up Form

Space Reservation & Payment Deadline: October 2, 2018

Contact Name _____

Business Name _____

Email _____

Phone Number _____

Website _____

Check desired	Ad Size	Ad Specs	MIY Price	Co-Op Price	You Save!
	1/6 page Horizontal	4.5" wide x 2.25" high	\$1,800.00	\$1,550.00	\$250.00
	1/6 page Vertical	2.25" wide x 4.75" high	\$1,800.00	\$1,550.00	\$250.00
	1/3 page Vertical	2.25" wide x 9.75" high	\$3,300.00	\$2,800.00	\$500.00
	1/3 page Square	4.5" wide x 4.75" high	\$3,300.00	\$2,800.00	\$500.00
	1/2 page	7" wide x 4.75" high	\$4,800.00	\$4,100.00	\$700.00
	Full Page	7" wide x 9.75" high	\$6,700.00	\$5,900.00	\$700.00

Don't miss out on this opportunity to be in one of Maine' most popular magazines! With over 300,000 copies distributed through print to over 600 locations and unlimited copies electronically at

mainetourism.com and visitmaine.com.

All ads must be supplied as an electronic high-res CMYK PDF (PD x1a:2001) Supply your ad via email (up to 8MB) to seamaine@boothbayharbor.com.

All images must be 300 dpi and within 20% of the size used in advertisement.
All fonts must be embedded. Line art must be 1200 dpi.

Payment Information

☐ I will use the same ad as last year

☐ I will provide a new ad

Payment:

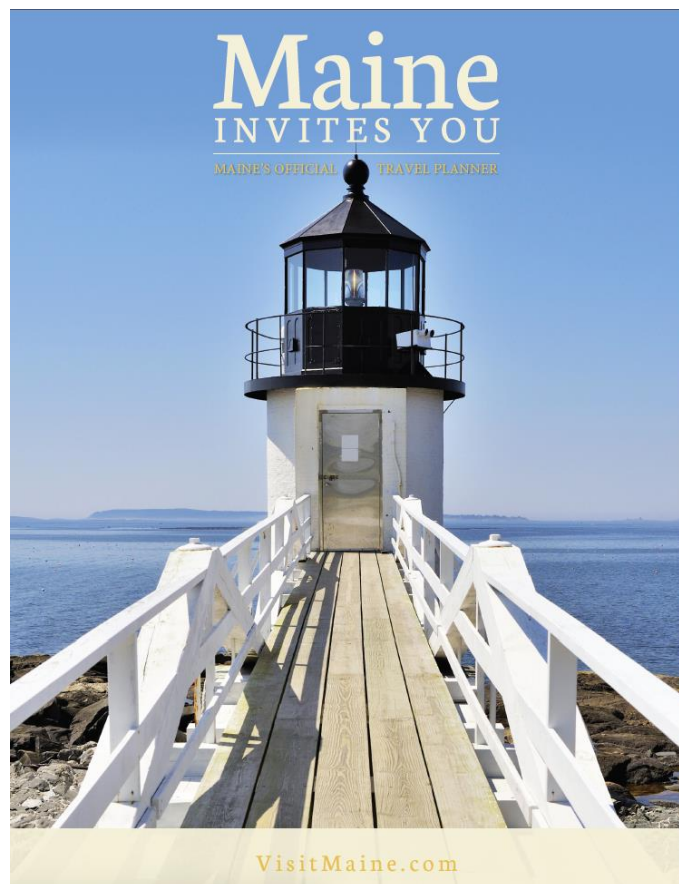
☐ Check Enclosed

☐ Bill Me

☐ Charge my Visa/Mastercard

Card Number: _____

Exp. Date: _____ V-Code: _____ Signature: _____



BOOTHBAY HARBOR REGION

— CHAMBER OF COMMERCE —

PO Box 356 Boothbay Harbor, ME. 04538
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www.boothbayharbor.com

Questions? 207-633-2353 or email sara@boothbayharbor.com

Deadline: Space Reservation, Payment & Ad Copy are due by October 2, 2018