WISCASSET AREA
2025 Regional Guidebook

Wiscasset Area Chamber of Commerce
ALNA · EDGECOMB · DRESDEN · WESTPORT ISLAND · WISCASSET · WOOLWICH

Exciting changes are coming to the 2025/2026 Wiscasset Area Chamber of Commerce Regional Guidebook! For the first time, a dedicated committee is overseeing the guidebook, bringing fresh ideas while continuing the great work Pat has done for years. With added expertise in tourism marketing, guidebook development, and design, we're enhancing the format, navigation, and content to better showcase Wiscasset and its surrounding five towns as a four-season destination.

With thousands of copies distributed annually, the guidebook reaches visitors and locals alike through partnerships with the Maine Tourism Association, the Midcoast Chamber of Commerce, visitor centers, and local businesses. It's a fantastic way to highlight your business to travelers of all kinds—art lovers, foodies, RVers, and families.

For the first time, advertising is open to non-members of the Chamber of Commerce. Chamber members receive discounted ad rates, while non-members can purchase ad space at standard pricing. However, only Chamber members are eligible for editorial coverage and organic content in the guidebook—a key reason to consider joining now! Membership not only provides year-round benefits but ensures your business gets the most visibility in this widely distributed resource.

Need help designing your ad? Our committee offers professional design services for an affordable additional fee.

Enclosed are details on advertising options. Let us know if you have questions or would like to reserve your space. We'd love to have you in this year's reimagined guidebook!

Best,

Wiscasset Area Chamber of Commerce



These images are examples of what the redesigned 2025 guidebook may look like, not final layouts or design concepts.

AD SUBMISSION FORM
2025/26 WACC GUIDE

Wiscasset Area Chamber of Commerce
Alna · Edgecomb · Dresden · Westport Island · Wiscasset · Woolwich

Name: _____ Phone: _____ Cell: _____

Address: _____ Town and Zip: _____

Email: _____

Business: _____ Website: _____

Business Address: _____ Town and Zip: _____

AD SELECTION

STANDARD PLACEMENTS

	Member	Non-Member
☐ 1/8 Page (Horizontal) -	$125	$175
☐ 1/4 Page (Vertical) -	$199	$250
☐ 1/2 Page (Horizontal) -	$350	$400
☐ 1/2 Page (Vertical) -	$350	$400
☐ Full Page -	$550	$600
☐ Full Page (Back Cover) - *Only one available*	$750	$800

PRIORITY PLACEMENTS

	Member	Non-Member
☐ 1/8 Page (Horizontal) -	$200	$250
☐ 1/4 Page (Vertical) -	$275	$325
☐ 1/2 Page (Horizontal) -	$425	$475
☐ 1/2 Page (Vertical) -	$425	$475
☐ Full Page -	$625	$675

Section

☐ Lodging ☐ Shopping

☐ Dining ☐ Attractions

DEADLINE: MARCH 28, 2025

ARTWORK

- ☐ I will provide my own ad artwork
- ☐ I would like an ad designed for me (Standard Ad) - **$30**
- ☐ I would like an ad designed for me (Priority Placement) - **Complimentary**

Artwork must be submitted as a high-res JPG, PNG or PDF file and must match the size specifications outlined in this packet.

MEMBERSHIP STATUS

- ☐ I am a WACC Member in good standing
- ☐ I am not a WACC Member
- ☐ I would like to be a WACC Member - **$200**

TOTAL DUE

Ad Total: _____

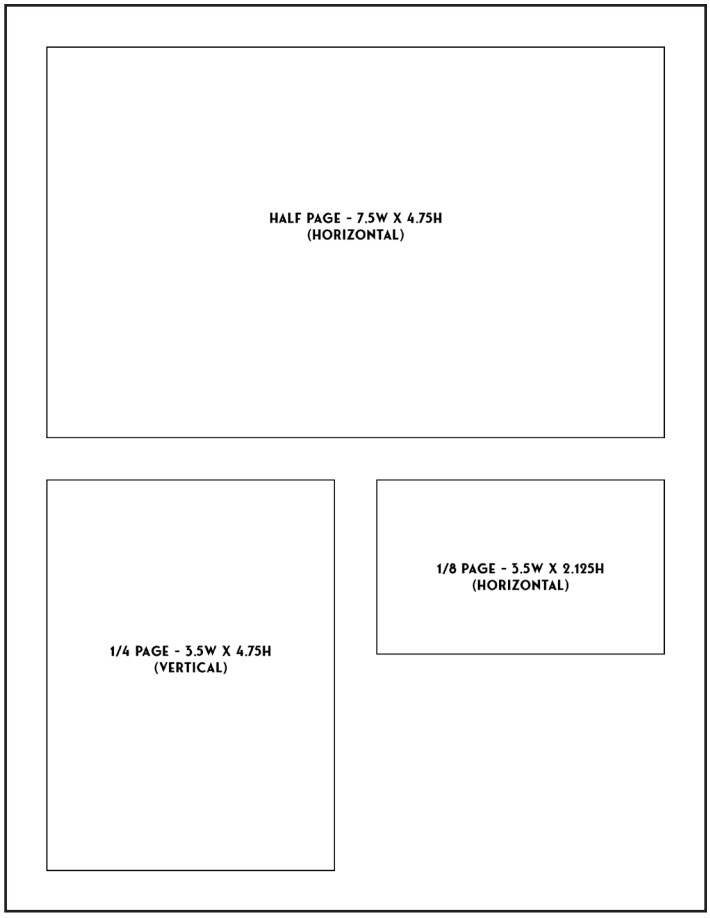
Artwork Total: _____

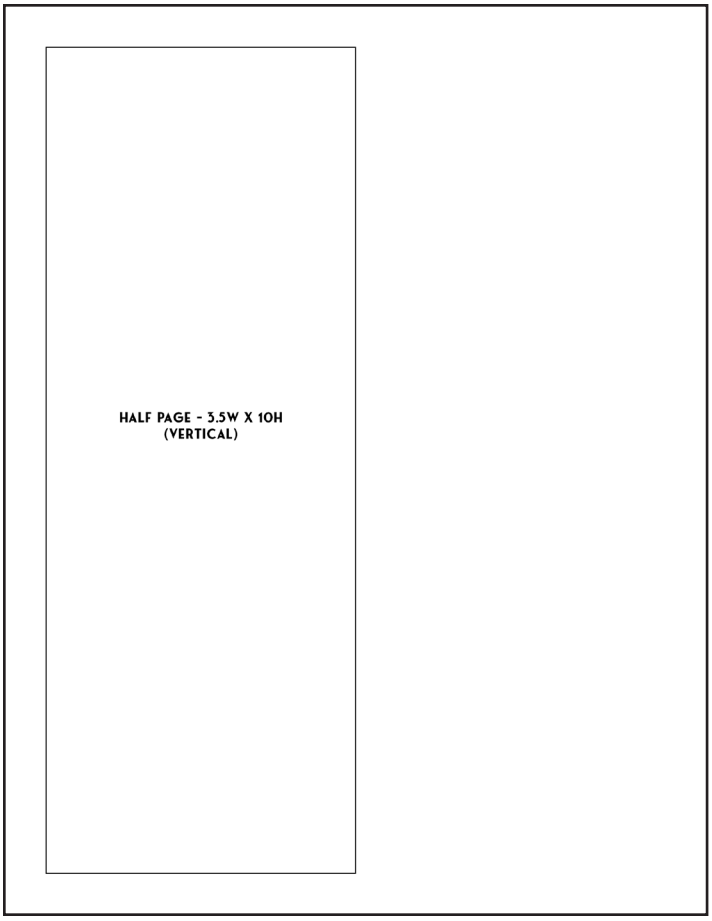
Membership Total: _____

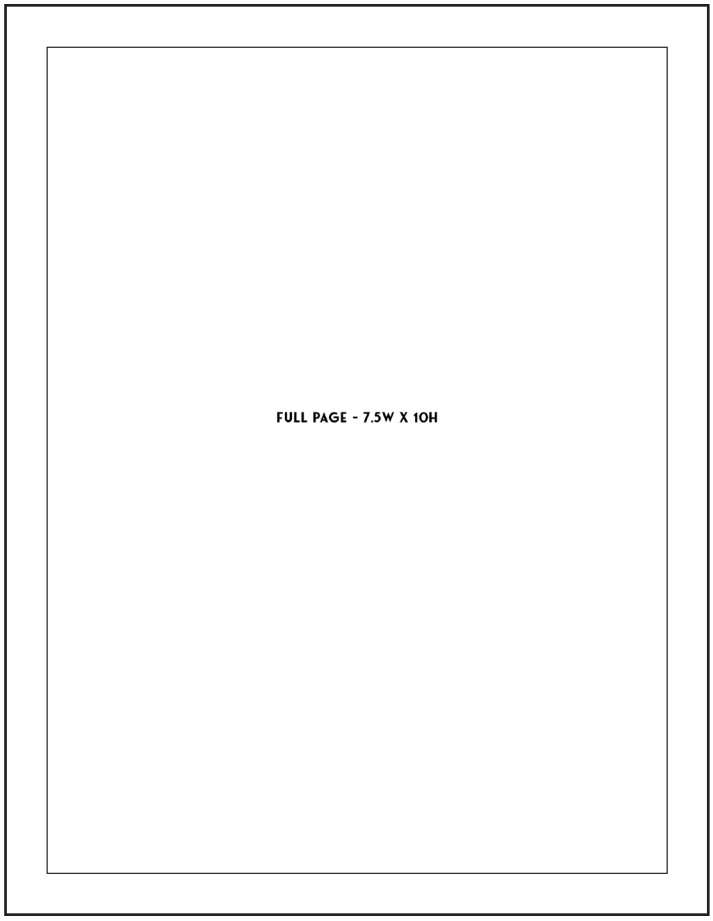
Grand Total: _____

Questions? Contact the Chamber at 207-882-9600 or email pcloutier1946@gmail.com

AVAILABLE AD SIZES







SPECIAL ADVERTISING OPPORTUNITIES

Get Noticed Where It Matters Most!

Want your business to stand out in the 2025 Wiscasset Area Guidebook? Businesses in **Lodging, Dining, Shopping, or Attractions** can purchase priority placement, ensuring their ad appears in the section most relevant to their audience.

These featured ads seamlessly blend into the guidebook's curated content, with complimentary design services available to match the look and feel of the section. Plus, if relevant, we can include QR codes for direct booking or reservations to make it even easier for readers to connect with you.

Standard ads are placed at the discretion of the publisher, but with priority placement, you'll be front and center for the right readers—whether they're booking a stay, planning a meal, or mapping out their next adventure!

PRIORITY PLACEMENTS

	Member	Non-Member
1/8 Page (Horizontal)	$200	$250
1/4 Page (Vertical)	$275	$325
1/2 Page (Horizontal)	$425	$475
1/2 Page (Vertical)	$425	$475
Full Page	$625	$675

Section

☐ Lodging ☐ Shopping

☐ Dining ☐ Attractions



