

# Editorial Calendar & Advertising Specifications

## ■ Spring 2012

### Feature Articles:

**Specialty Shops and New England Country Stores  
Along for the Ride: Maine Garden Tours  
Mount Washington Valley, NH**

### Schedule:

Ad Space Reservation: 1/20/12  
Ad Materials Due: 2/3/12  
Publication: 3/16/12

## ■ Fall 2012

### Feature Articles:

**Performing Arts Festivals  
Mountain Vistas  
Freeport and Brunswick, ME**

### Schedule:

Ad Space Reservation: 7/13/12  
Ad Materials Due: 7/27/12  
Publication: 9/14/12

## Advertising Specifications

Advertising Sizes and Rates: **Ask about co-op ads!**

| SIZE                | Dimensions                       | B/W*  | Spot*   | Color*  |
|---------------------|----------------------------------|-------|---------|---------|
| 1/6 Page            | 2-3/16" x 4-3/4" (2.19 x 4.75)   | \$350 | \$400   | \$450   |
| 1/3 Page Vertical   | 2-3/16" x 9-5/8" (2.19 x 9.625)  | \$400 | \$500   | \$600   |
| 1/3 Page Horizontal | 7" x 3-1/16" (7 x 3.062)         | \$400 | \$500   | \$600   |
| 1/2 Page            | 7" x 4-3/4" (7 x 4.75)           | \$500 | \$700   | \$900   |
| 2/3 Page Vertical   | 4-9/16" x 9-5/8" (4.562 x 9.625) | \$550 | \$750   | \$1,000 |
| Full Page           | 7" x 9-5/8" (7 x 9.625)          | \$800 | \$1,100 | \$1,100 |

\*2X discount: 1/6=\$25, 1/3=\$50, 1/2=\$100, Full=\$100, Back=\$100)

### COVER RATES

|                    |                                  | 1x      | 2x      |
|--------------------|----------------------------------|---------|---------|
| Back Cover         | 7" x 9-5/8" (7 x 9.625") 4-Color | \$1,400 | \$1,300 |
| Inside Back Cover  | 7" x 9-5/8" (7 x 9.625") 4-Color | \$1,200 | \$1,100 |
| Inside Front Cover | 7" x 9-5/8" (7 x 9.625") 4-Color | \$1,400 | \$1,300 |

Cover dimension above or full bleed (8-1/2 x 11 plus 1/8" all 4 sides)  
Include color proof. Color designation CMYK on disk.

### Payment

You will be invoiced for each issue. Payment due 30 days prior to publication. Rates are guaranteed for length of contract only. A 2% service charge will be added per month on overdue accounts. Maine Tour Magazine will honor a 10% ad agency discount.

### Mechanical Specifications

No bleeds, except covers.  
Preferred formats: • Hi-res PDF • Images: JPEG 300 dpi  
Please send laser/color proofs along with file.

### Web Link Benefit

Advertisers contracting 2 consecutive issues are provided with a *free website link* from our website!

Advertisers are responsible for text and representation as submitted. Advertisements subject to publisher's approval.

**Need assistance preparing your ad?** Maine Tour Magazine staff will prepare your ad for you, at an additional cost:

|                                            |          |          |         |          |         |          |         |
|--------------------------------------------|----------|----------|---------|----------|---------|----------|---------|
| SET-UP* FOR BLACK & WHITE / SPOT COLOR ADS |          |          |         |          |         |          |         |
| Full Page                                  | \$114.00 | 1/2 Page | \$72.00 | 1/3 Page | \$60.00 | 1/6 Page | \$48.00 |
| SET-UP* FOR FULL COLOR ADS                 |          |          |         |          |         |          |         |
| Full Page                                  | \$150.00 | 1/2 Page | \$90.00 | 1/3 Page | \$72.00 | 1/6 Page | \$60.00 |

\* Logo/drawing/photo scans are additional: Black and White \$25 each / Color \$45

