

Editorial Calendar & Advertising Specifications

■ Spring 2020

Feature Articles:

- Spring Takes Wing
- Destination: Halifax, Nova Scotia
- Along for the Ride: Mountains to the Seacoast

Schedule:

Ad Space Reservation: 3/20/2020
 Ad Materials Due: 4/3/2020
 Publication: 5/1/2020

■ Fall 2020

Feature Articles:

- Cruise New England
- Destination: Fredericton, New Brunswick
- Along for the Ride: Southern Maine and Massachusetts

Schedule:

Ad Space Reservation: 7/14/2020
 Ad Materials Due: 8/5/2020
 Publication: 8/28/2020

Advertising Specifications

■ Advertising Sizes and Rates per issue:

SIZE	Dimensions	1X	SAVE! Run 2X
1/6 Page	2-3/16" x 4-3/4" (2.19 x 4.75)	\$450	\$425/issue
1/3 Page Vertical	2-3/16" x 9-5/8" (2.19 x 9.625)	\$650	\$575/issue
1/3 Page Horizontal	7" x 3-1/16" (7 x 3.062)	\$650	\$575/issue
1/2 Page	7" x 4-3/4" (7 x 4.75)	\$900	\$800/issue
2/3 Page Vertical	4-9/16" x 9-5/8" (4.562 x 9.625)	\$1,000	\$900/issue
Full Page	7" x 9-5/8" (7 x 9.625)	\$1,100	\$1,000/issue

■ 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 BLEED: 8.375" x 10.875" with 1/4" bleed all sides
 Color designation CMYK.

■ We can create your ad!

Maine Tour Magazine staff will prepare your ad for you, for a minimal fee.*

Full Page: \$175 1/2 Page: \$100 1/3 Page: \$90 1/6 Page: \$75

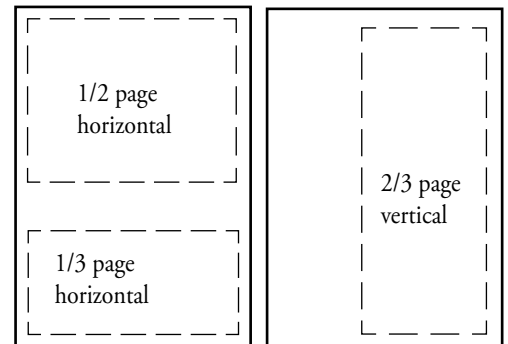
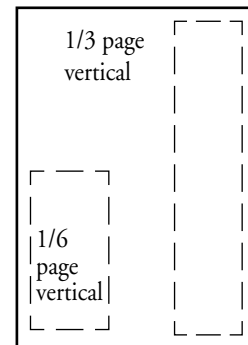
* Image prep for supplied logo and one image, additional images \$40 each.
 Minor changes to ads originally prepared by MTM \$40.

■ Mechanical Specifications

No bleeds, except covers.
 Hi-Resolution PDF / 300 dpi / CMYK
 Advertisers are responsible for text and representation as submitted
 Advertisements subject to publisher's approval

■ 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.



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