



Dear Maine Tourism Association Partner:

Our millions of visitors are looking for new and exciting things to do while they are in Maine. That is why the 2012 **Maine Attractions & Services Map** is such a valuable marketing tool for you. Even though it is still early in the year, now is the time to think about getting people to your doorstep in 2012.

Last year's **Maine Attractions & Services Map** was a big hit with both advertisers and the traveling public, and this year's will be just as well received. Over 100,000 copies were snapped up in 2011 at over 500 locations throughout the state by visitors eager for interesting places to go and exciting things to do.

The 2012 **Maine Attractions & Services Map** will NOT be available at our eight state visitor information centers, so it complements, but does not compete with, our **Official Maine Highway Map**. Whether you operate an inn, a bed & breakfast, a campground, or offer attractions such as a museum, whale watching, an event or a theme park, the 2012 **Maine Attractions & Services Map** is the most affordable way, costing just pennies per impression, to get tourists to stop in and stay a while.

Distribution begins around Memorial Day and continues through Columbus Day, just when the maximum amount of your potential customers reach Maine.

Ad space in the map sold out quickly last year, so confirm your space reservation early. We will once again be offering a special opportunity ad size designed to make your message leap out and grab the readers' attention.

To get the latest rate information, including technical specs and deadlines, go to: <http://www.maine tourism.com/assets/asmmap.pdf>.

The deadline for advertising is March 19, 2012.

For more information, please call Michael Conley at 800-767-8709 ext. 107; (207) 623-0363 ext. 107, or contact him at: [mconley@mainetourism.com](mailto:mconley@mainetourism.com) today!



*With a circulation of over 100,000, this publication starts working for your business as soon as the summer begins!*



## PREMIUM POSITIONS

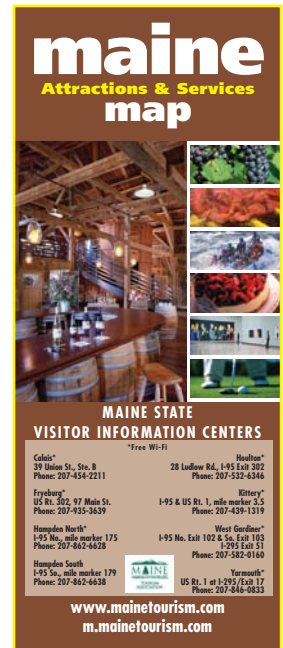
Advertisers in the premium positions must sign a contract and pay in full by February 24, 2012. Maine Tourism Association reserves the right to sell the space after February 24, 2012 to other interested parties.

<b>BACK COVER PANEL</b>	
4/c .....	\$ 2,800
<b>INSIDE PANEL (LIMITED AVAILABILITY)</b>	
4/c .....	\$ 1,380
<b>TOP &amp; BOTTOM BANNER</b>	
4/c .....	\$ 1,380
<b>MAP FRONT DISPLAY (LIMITED AVAILABILITY)</b>	
4/c .....	\$ 1,280
<b>MAP FRONT DISPLAY (LIMITED AVAILABILITY)</b>	
4/c .....	\$ 1,050
<b>MAP FRONT DISPLAY (LIMITED AVAILABILITY)</b>	
4/c .....	\$ 950
<b>MAP BACK DISPLAY</b>	
4/c .....	\$ 700
<b>BASIC UNIT</b> .....	\$ 200
<b>ADDITIONAL LISTINGS/LOCATIONS</b>	
.....	\$ 100

## MECHANICAL REQUIREMENTS FOR PREMIUM POSITIONS

### ELECTRONIC FILES

- High-res PDF file: **PDF/X-1a:2001** (See page 2 for specifications)
- Applications: **Macintosh** InDesign vCS3, QuarkXPress v8 (or earlier), Any graphics files created in Adobe Photoshop vCS3 or earlier, Illustrator vCS3 or earlier, and saved in TIFF or EPS format only. Include native application versions of all EPS files.
- **Grayscale or CMYK color images** should be scanned at 266–300 DPI and within 20% of the size used in the advertisement.
- **Line art**—1200 DPI at the same size or larger than the size used in ad.
- All screen fonts and Type 1 PostScript printer fonts (**no Multiple Master or TrueType, please**) including those used in graphics and EPS files.
- Do not use Pantone or spot colors in creating EPS image files—**CMYK** only. Must supply EPS or TIFF files for all pictures and graphics (no JPEGs or PICT).
- Files received that are created with Windows, will be converted, with their nearest Macintosh equivalents.
- Ads may be submitted on a CD/DVD or emailed to [dianeh@maintourism.com](mailto:dianeh@maintourism.com).
- A laser printout of the ad including all process color plates for two-color and four-color ads (**No Pantone plates**).
- A printout listing the files contained on the CD or DVD.
- A commercial-quality color proof for color ads is necessary to represent exact color expected on final printed job. Maine Tourism Association will not accept responsibility for color ads unaccompanied by a color proof. If proof is not provided, a DCP proof will be generated and \$50/per proof will be billed to the advertiser.



**DEADLINE MARCH 19, 2012!**

## CIRCULATION

- 100,000 copies of the *Maine Attractions & Services Map* will be printed. **Distribution begins Memorial Day weekend 2012 through Columbus Day weekend 2012 at over 500 locations.**

## DEADLINES, DISCOUNTS & DEPOSITS

- **Final** closing date for space reservations and ad copy for the *Maine Attractions & Services Map* is **March 19, 2012**.
- **Payment in full** is required for all ads and must accompany the **signed contract** or **insertion order** and must be received by **March 19, 2012**.
- Maine Tourism Association will typeset the Basic Unit 50-word listings.
- **Cancellation Policy:** Signed contract must be cancelled in writing within three business days prior to deadline date.

## ADVERTISING POLICIES

- All advertising is subject to Maine Tourism Association approval. Advertiser agrees to indemnify and protect Maine Tourism Association from any claims or suits based on the subject matter of advertisements.
- Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing date. If no previous insertion, client is liable for cost of contracted space not used and space will be allocated at the discretion of Maine Tourism Association.
- In compliance with existing state laws, we cannot include any advertising that could be interpreted as discriminatory.
- Any photos that are supplied to Maine Tourism Association are the advertisers responsibility for prior approval for their use.

## MAILING/SHIPPING

Publications Department  
Maine Tourism Association  
327 Water Street, Hallowell, Maine 04347-1341

## CONTACT

**Michael C. Conley, Manager-Advertising & Membership Sales**  
phone: 207-623-0363 ext. 107, 800-767-8709 ext. 107  
fax: 207-623-0388 • e-mail: [mconley@maintourism.com](mailto:mconley@maintourism.com)  
Web site: [www.maintourism.com](http://www.maintourism.com)  
Mobile site: [m.maintourism.com](http://m.maintourism.com)

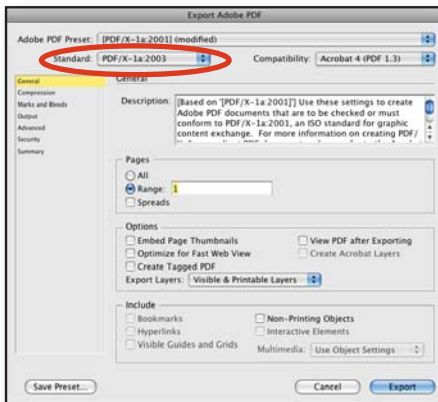
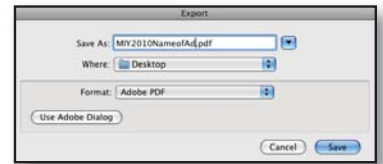
## PUBLISHED BY

Maine Tourism Association, a non-profit membership organization for the promotion of tourism to Maine. Chief Executive Officer: Vaughn Stinson, CTC

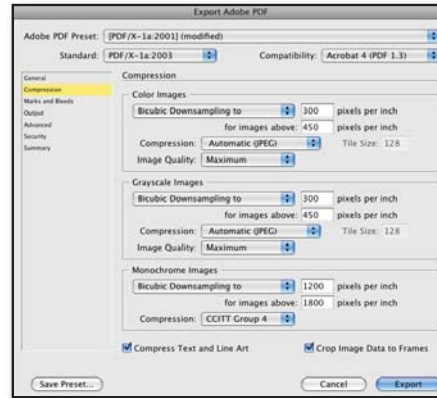
# FILE EXPORTING TO PDF

## How to create a PDF/X-1a Directly Exported from InDesign CS2 & CS3

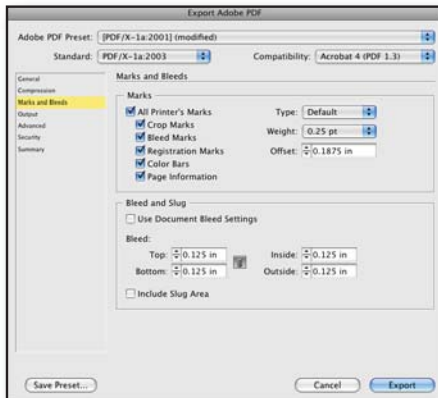
To export a PDF/x-1a, go to: File>Export. Name the file and select PDF as the output type. Maine Tourism Association uses the standard PDF/X-1a:2003 preset, plus the addition of marks and bleeds. Please follow the screenshots below to make sure your settings match ours.



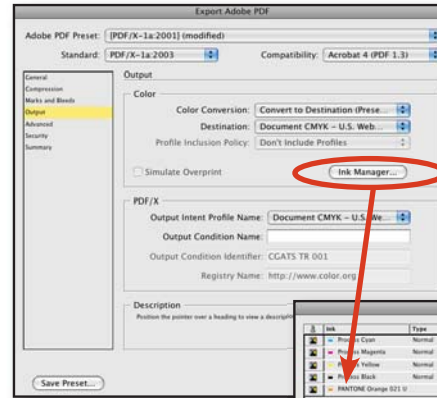
**General:** Select "[PDF/X-1a:2001]" from the Adobe PDF Presets. Select "[PDF/X-1a:2003]" from the Standard menu (when selected, the top box will change to "modified").



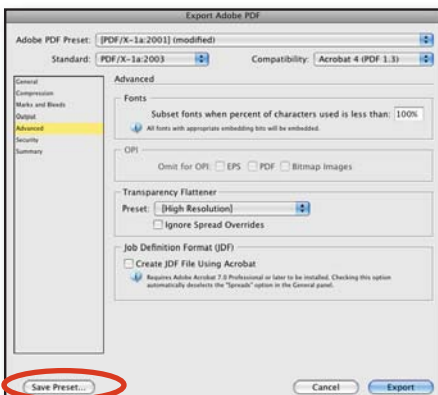
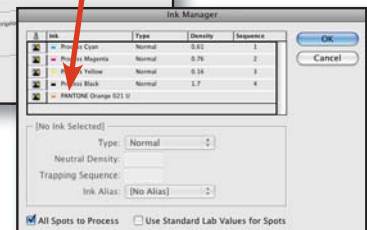
**Compression:** Select "Bicubic Downsampling to" for each entry. For color and grayscale images, the pixels should be 300 and 450 per inch. Compression: Automatic (JPG) and the Image Quality "Maximum". For Monochrome Images, the pixels should be 1200 and 1800 per inch. Compression: CCITT Group 4. Check both boxes at the bottom.



**For Full Page Ads – Marks and Bleeds:** Select "All Printer's Marks" and set the "Offset" to 0.166 inch. Adjust bleed to 0.125 inch on all sides.



**Output:** Leave color settings as is. Check "Ink Manager..." to make sure there are no unnecessary spot colors. If found, either click "All Spots to Process" or convert colors in the swatches palette.



**Advanced:** Leave settings as is. Select "High Resolution" Transparency Flattening.

If desired, select "Save Preset..." so it's readily available from the Preset dropdown menu for future exports.

## AD SIZES AND SPECIFICATIONS

- Back Cover Panel** (size: 3 3/4" wide x 9" high) (four-color) \$2,800
- Inside Panel** (size: 3 3/4" wide x 9" high) (four-color) \$1,380
- Top Banner** (size: 22" wide x 1 1/2" high) (four-color) \$1,380
- Bottom Banner** (size: 22" wide x 1 1/2" high) (four-color) \$1,380
- Map Front Display** (size: 3" wide x 6 1/2" high) (four-color) \$1,280
- Map Front Display** (size: 4" wide x 3" high) (four-color) \$1,050
- Map Front Display** (size: 2 1/2" wide x 3 1/2" high) (four-color) \$950
- Map Back Display** (size: 3 1/2" wide x 2 1/4" high) (four-color) \$700

- Basic Unit** \$200

A 50-word description of your business which appears on the back of the map listed under the appropriate town or city. The business name and appropriate symbol appear on the map at the business' location. The name of your business (in bold) at the beginning of your ad will be set free of charge. All other words count in the word total of your ad. Count every word. PO Box XX would be counted as two words. Do not count punctuation or initials preceding a name. Abbreviations count as one word. Phone numbers equal one word each. E-mail and Web site addresses count as one word each. **Maine Tourism Association will typeset the 50-word listings.**

- Additional Listings/Locations** \$100

Multiple site businesses or group ownership businesses wishing to have additional listings with or without the same name may purchase additional listings. The business name and all appropriate symbols will appear on the map front at the proper location.

**Cancellation Policy:** Signed contract must be cancelled in writing within 3 business days prior to deadline date.

## ADVERTISING COSTS

Cost of ad: \_\_\_\_\_

**FINAL AMOUNT DUE:** \_\_\_\_\_

## DEADLINE MARCH 19, 2012

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Billing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Signature (mandatory)** \_\_\_\_\_

*Signature is mandatory and acknowledges acceptance of all conditions on this contract.*

### GENERAL CONDITIONS

- All advertisements are subject to acceptance by Maine Tourism Association.
- Maine Tourism Association reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Maine Tourism Association and/or for claims arising from contents of advertisements.
- Maine Tourism Association shall not be liable for any costs for damages if for any reason it fails to publish an advertisement.
- Maine Tourism Association is not responsible for insertion of incorrect information.
- Advertising materials must be submitted in a form specified under Mechanical Requirements. All ads must be accompanied by the required proof. Errors occurring because provided materials or proofs fail to meet Mechanical Requirements shall not entitle an advertiser to an adjustment or refund.
- No conditions other than those set forth in this rate sheet shall bind Maine Tourism Association unless specifically agreed to in writing by Maine Tourism Association. Maine Tourism Association will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate sheet.

### ADVERTISING POLICIES

- All advertising is subject to Maine Tourism Association approval. Advertiser agrees to indemnify and protect Maine Tourism Association from any claims or suits based on the subject matter of advertisements.
- Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing date. If no previous insertion, client is liable for cost of contracted space not used and space will be allocated at the discretion of Maine Tourism Association.
- In compliance with existing state laws, we cannot include any advertising that could be interpreted as discriminatory.
- Any photos that are supplied to Maine Tourism Association are the advertisers responsibility for prior approval for their use.

## PAYMENT

Please return this form with payment no later than March 19, 2012 to:

Maine Tourism Association, 327 Water Street • Hallowell, Maine 04347-1341

Tel: 207-623-0363 ext. 107 • Fax: 207-623-0388 • Toll Free: 800-767-8709 ext. 107

- Check enclosed (payable to: Maine Tourism Association)**

- MasterCard**     **VISA**     **Discover**     **AMEX**

Account# \_\_\_\_\_

Expiration Date \_\_\_\_\_ VCode \_\_\_\_\_ (last 3 digits on signature line)

Cardholder Address \_\_\_\_\_

Town, State, Zip \_\_\_\_\_

**Authorized Signature (mandatory)** \_\_\_\_\_

*Signature is mandatory and acknowledges acceptance of all conditions on this contract.*

**Agency:** \_\_\_\_\_

Contact: \_\_\_\_\_

Billing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Agent Signature (mandatory)** \_\_\_\_\_

*Signature is mandatory and acknowledges acceptance of all conditions on this contract.*

## 2012 MAINE ATTRACTIONS & SERVICES MAP DESCRIPTION

[www.maintourism.com/assets/asmap.pdf](http://www.maintourism.com/assets/asmap.pdf)

List my business under the following category. (If purchasing additional listings, please note your primary and secondary categories.)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Amusements                  | <input type="checkbox"/> Gem Mining             | <input type="checkbox"/> Resorts            |
| <input type="checkbox"/> Arts & Crafts Galleries     | <input type="checkbox"/> Golf Courses           | <input type="checkbox"/> Restaurants        |
| <input type="checkbox"/> Attractions                 | <input type="checkbox"/> Guide Services         | <input type="checkbox"/> Retreat            |
| <input type="checkbox"/> Bed & Breakfasts            | <input type="checkbox"/> Harness Racing         | <input type="checkbox"/> Sailing            |
| <input type="checkbox"/> Boating Services            | <input type="checkbox"/> Housekeeping Cottages  | <input type="checkbox"/> Shopping           |
| <input type="checkbox"/> Campgrounds                 | <input type="checkbox"/> Lodging                | <input type="checkbox"/> Ski Areas          |
| <input type="checkbox"/> Country Inns                | <input type="checkbox"/> Moose & Wildlife Tours | <input type="checkbox"/> Snowmobiling       |
| <input type="checkbox"/> Cruise, Tours & Ferry Lines | <input type="checkbox"/> Museums                | <input type="checkbox"/> Specialty Stores   |
| <input type="checkbox"/> Deep Sea Fishing            | <input type="checkbox"/> Outfitters             | <input type="checkbox"/> Sporting Camps     |
| <input type="checkbox"/> Distillery                  | <input type="checkbox"/> Points of Interest     | <input type="checkbox"/> Whitewater Rafting |
| <input type="checkbox"/> Factory Outlets             | <input type="checkbox"/> Railroad Excursions    | <input type="checkbox"/> Windjammer Cruises |
| <input type="checkbox"/> Fairs & Festivals           | <input type="checkbox"/> Real Estate            | <input type="checkbox"/> Wineries           |
| <input type="checkbox"/> Gardens                     | <input type="checkbox"/> Regional Information   | <input type="checkbox"/> Other _____        |

### LOCATION

List my business under the following city or town. (If purchasing additional locations, please note your primary and secondary locations.)

\_\_\_\_\_

### BUSINESS NAME

In the space below, print your business name as you want it to appear on the map.

\_\_\_\_\_

### DESCRIPTION

A 50-word description of your business which appears on the back of the map listed under the appropriate town or city. The business name and appropriate symbol appear on the map at the business' location. **The name of your business (in bold) at the beginning of your ad will be set free of charge. All other words count in the word total of your ad. Count every word. PO Box XX would be counted as two words. Do not count punctuation or initials preceding a name. Abbreviations count as one word. Phone numbers equal one word each. E-mail and Web site addresses count as one word each.** Remember, vacationers and travelers will be reading this so sell your services. Be sure to include brief directions, dates and hours you are open, credit cards you accept, mailing address (if desired), telephone number, e-mail and Web site address.

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Repeat 2011 *Maine Attractions & Services Map* advertisement-No Changes