



Dear Friend of the Industry:

This year, the Maine Tourism Association celebrates 89 years of serving the needs of millions of Maine visitors from all points of the globe. Since 1921, our non-profit association has also served the needs of Maine businesses involved in the tourism industry.

As our membership grows, so does our commitment to gather and distribute tourism information via print, the Internet, and through personal contact at the state's eight visitor information centers.

As a member of our association, you will enjoy the following benefits:

- ❖ a listing and photo on our Web site (www.maintourism.com) with a free link to your site
- ❖ a google mapping feature offering directions to your business on our Web site
- ❖ a listing in the state's official travel planner, *Maine Invites You*, 300,000 copies annually
- ❖ a line listing on our three touch-screen kiosks available to the traveling public 24/7
- ❖ a listing in the eBrochure version of *Maine Invites You*
- ❖ an electronic newsletter where you, as a member, can receive FREE publicity
- ❖ links directly to your Twitter, Facebook, and YouTube pages from our Web site

For an additional investment, we offer the following marketing opportunities:

- ❖ your brochure distributed at seven state-owned visitor information centers
- ❖ enhanced listings on our touch-screen kiosks
- ❖ banner ads on our Web site
- ❖ advertising in our monthly newsletter; *Official Maine Highway Map*; *Maine Guide to Inns and Bed & Breakfasts and Camps & Cottages* (including our electronic version); *Maine Invites You* (including our electronic version); and the *Maine Attractions & Services Map*

Please send your completed forms with your investment and begin reaping new benefits for your business, or call Michael Conley at 800-767-8709, ext. 107 with any questions you may have.

Sincerely,

Vaughn Stinson, CTC
Chief Executive Officer

327 Water Street • Hallowell, Maine 04347-1341
Tel: 207-623-0363 • Toll-Free: 800-767-8709 • Fax: 207-623-0388
Web site: www.maintourism.com • Mobile site: m.maintourism.com
e-mail: membership@maintourism.com

Maine Tourism Association Annual Membership Investment

LODGING/ACCOMMODATIONS

Includes motels, hotel, inns, B&Bs, C&Cs.

| | |
|-------------------------|----------|
| 7 or fewer rooms/units | \$105.00 |
| 8-100 rooms/units | \$180.00 |
| 101 or more rooms/units | \$250.00 |

RESTAURANTS

| | |
|-------------------|----------|
| 19 or fewer seats | \$105.00 |
| 20 or more seats | \$180.00 |

CAMPGROUNDS

| | |
|------------------|----------|
| 7 or fewer sites | \$105.00 |
| 8 or more sites | \$180.00 |

RESORTS

| | |
|---|----------|
| 60 or more units/rooms with three (3) or more of the following amenities: restaurant, swimming pool, tennis court, golf course, or ski slope | \$460.00 |
|---|----------|

GENERAL MEMBERSHIP

| | |
|---|----------|
| Any firm or business engaged in selling products or services to members of the tourism industry or any person or business interested in supporting tourism in Maine | \$180.00 |
|---|----------|

CHAMBER OF COMMERCE

\$180.00

STATEWIDE ASSOCIATIONS

\$260.00

501 (C) 3 - ORGANIZATIONS

\$145.00

Membership with multiple locations:

| | |
|--------------------------|----------|
| second location | \$150.00 |
| third location | \$125.00 |
| fourth location and more | \$100.00 |

Annual brochure display rates for members. Please check off visitor information centers for brochure distribution.

Brochure Title: _____

(Please include one copy of your brochure)

All Seven Centers \$135.00

| | | | | | |
|----------|--------------------------|---------|---------------|--------------------------|---------|
| Kittery | <input type="checkbox"/> | \$40.00 | Hampden North | <input type="checkbox"/> | \$15.00 |
| Yarmouth | <input type="checkbox"/> | \$20.00 | Hampden South | <input type="checkbox"/> | \$15.00 |
| Calais | <input type="checkbox"/> | \$15.00 | Houlton | <input type="checkbox"/> | \$15.00 |
| Fryeburg | <input type="checkbox"/> | \$15.00 | | | |

Maine Tourism Association

327 Water St., Hallowell, ME 04347-1341

Phone: 207-623-0363 • Toll-Free: 800-767-8709 • Fax: 207-623-0388

e-mail: membership@mainetourism.com

Application for Membership

(Please print)

Date: _____

Business Name: _____

Contact Person: _____

Mailing Address: _____

Physical Location (if different from mailing address): _____

Telephone: _____

Toll-free Number: _____

Administration Phone # _____

TTY Number: _____

Fax: _____

Web site: _____

Web E-mail: _____

Office E-mail: _____

Facebook Address: _____

Twitter Address: _____

YouTube Address: _____

Price Range: _____

Select all that apply:

| | | | | | |
|------------------------|--------------------------|--------------------------|--------------------------|---------------|--------------------------|
| Accommodations | <input type="checkbox"/> | Arts & Heritage | <input type="checkbox"/> | Camping | <input type="checkbox"/> |
| Dining | <input type="checkbox"/> | Green Dining | <input type="checkbox"/> | Green Lodging | <input type="checkbox"/> |
| Misc. Services | <input type="checkbox"/> | Recreation & Sightseeing | <input type="checkbox"/> | Shopping | <input type="checkbox"/> |
| Other (Please Specify) | _____ | | | | <input type="checkbox"/> |

Open Year Round Seasonal Winter only

Business Description: _____

Payment: check enclosed in the amount of: _____ made payable to Maine Tourism Association, or
charge my credit card Visa MasterCard Discover American Express

Account Number: _____ V# _____ (Last 3 digits on signature line)

Credit Card Billing Address: _____

Expiration Date: _____ Amount: _____

Signature (required) _____

Note: Dues to MTA are not deductible as a charitable contribution, but may be deductible as an ordinary and necessary business expense.
A portion of dues, however, is not deductible to the extent that MTA engages in lobbying. The nondeductible portion of dues is 3%.

Maine Tourism Association Database Information Application for Membership

Dates open: _____ Hours open: _____

Locator Town: _____ County: _____

of Rooms: _____ # of Seats: _____ # of Units: _____ # of Sites: _____

Please check ONLY if you offer any of the following ON PREMISES

| | | | |
|---|--|--|--|
| Credit Cards AMEX <input type="checkbox"/> Discover <input type="checkbox"/> Carte Blanche <input type="checkbox"/> MC <input type="checkbox"/> Diners <input type="checkbox"/> Visa <input type="checkbox"/> Meals/Service Dining not open to public <input type="checkbox"/> Breakfast <input type="checkbox"/> Lunch <input type="checkbox"/> Dinner <input type="checkbox"/> Comp. Breakfast <input type="checkbox"/> Conf. Facility <input type="checkbox"/> Conf. Capacity _____ Take Out <input type="checkbox"/> Lounge/Bar <input type="checkbox"/> Entertainment <input type="checkbox"/> Room Service <input type="checkbox"/> Lobsters Packed <input type="checkbox"/> Lobsters Shipped <input type="checkbox"/> Business Services Computer Hookup <input type="checkbox"/> Copy Machine <input type="checkbox"/> Internet Access <input type="checkbox"/> Public Fax <input type="checkbox"/> Public Phones <input type="checkbox"/> Wireless <input type="checkbox"/> | Handicap Services Elevators <input type="checkbox"/> Limited <input type="checkbox"/> Main Entrance <input type="checkbox"/> Parking <input type="checkbox"/> Rooms <input type="checkbox"/> Restroom <input type="checkbox"/> Wheelchairs Avail. <input type="checkbox"/> Swimming/Water Heated Pool <input type="checkbox"/> Mountain View <input type="checkbox"/> Pool Inside <input type="checkbox"/> Pool Outside <input type="checkbox"/> Riverfront <input type="checkbox"/> Swim Beach <input type="checkbox"/> Swim Ocean <input type="checkbox"/> Waterfront Lake <input type="checkbox"/> Waterfront Ocean <input type="checkbox"/> Water View <input type="checkbox"/> Camping Amenities # of Sites: _____ Tent Sites <input type="checkbox"/> RV Sites <input type="checkbox"/> Winter Sites <input type="checkbox"/> Forest Sites <input type="checkbox"/> Rentals <input type="checkbox"/> Dump Station <input type="checkbox"/> Electric <input type="checkbox"/> | Honey Wagon <input type="checkbox"/> LP Gas Available <input type="checkbox"/> Playground Area <input type="checkbox"/> Rec. Hall <input type="checkbox"/> Sewer <input type="checkbox"/> Store <input type="checkbox"/> Water <input type="checkbox"/> Misc. Amenities Air Conditioning <input type="checkbox"/> Airport Shuttle <input type="checkbox"/> Bike Trails <input type="checkbox"/> Boat Rentals <input type="checkbox"/> Boating <input type="checkbox"/> Bus Tours Welcome <input type="checkbox"/> Cable TV <input type="checkbox"/> Crib Available <input type="checkbox"/> Driving Range <input type="checkbox"/> Exercise Facility <input type="checkbox"/> Fireplace In Room <input type="checkbox"/> Fishing <input type="checkbox"/> Game Room <input type="checkbox"/> Guides Available <input type="checkbox"/> Hiking Trails <input type="checkbox"/> Hunting Area <input type="checkbox"/> Hot Tub or Jacuzzi <input type="checkbox"/> HT/Jacuzzi in Room <input type="checkbox"/> Ice Rink: Indr. <input type="checkbox"/> Outdr. <input type="checkbox"/> Kitchenettes <input type="checkbox"/> | Laundry <input type="checkbox"/> Non Smoking <input type="checkbox"/> Pets in Residence <input type="checkbox"/> Pets Welcome <input type="checkbox"/> Phone in Room <input type="checkbox"/> Picnic Area <input type="checkbox"/> Private Bath <input type="checkbox"/> Public Restrooms <input type="checkbox"/> Refrigerator in Room <input type="checkbox"/> Safe for Valuables <input type="checkbox"/> Sauna <input type="checkbox"/> Shared Bath <input type="checkbox"/> Sightseeing Tours <input type="checkbox"/> Smoking Available <input type="checkbox"/> Snowmobile Rentals <input type="checkbox"/> Snowmobile: On Trail <input type="checkbox"/> Near Trail <input type="checkbox"/> Suites <input type="checkbox"/> Tennis/Racket Ball <input type="checkbox"/> TV in Room <input type="checkbox"/> TV <input type="checkbox"/> VCR <input type="checkbox"/> DVD <input type="checkbox"/> Do Not Sell My Name <input type="checkbox"/> |
|---|--|--|--|

Optional Enhanced Kiosk Listing

Please see the attached Maine Tourism Association Electronic Marketing Opportunities sheet for more information on this optional benefit

Price: Members annual fee is \$60 per category.

Please check each category that you want your enhanced listing to be in.

| | | | |
|--------------------------------------|---|--------------------------------------|---|
| Attractions <input type="checkbox"/> | Bed & Breakfast <input type="checkbox"/> | Campgrounds <input type="checkbox"/> | Chambers of Commerce <input type="checkbox"/> |
| Dining <input type="checkbox"/> | Motels/Hotels <input type="checkbox"/> | Inns/Lodges <input type="checkbox"/> | Cottage/Cabin/Apartments <input type="checkbox"/> |
| Resorts <input type="checkbox"/> | Culture/Museums/Art <input type="checkbox"/> | Recreation <input type="checkbox"/> | Outlets/Services/Retail <input type="checkbox"/> |
| Real Estate <input type="checkbox"/> | Other (Please Specify) _____ <input type="checkbox"/> | | |

If you want your information taken off your Web site, please check here.

Include: up to 3 color prints for scanning (size 3x5), or a disc JPG format; your brochure/ad copy by page (up to 75 words per page), maximum 3 pages; an additional (fourth) printable page with your address, phone number and directions to your property from the nearest thoroughfare. As an option, we can use your Web site to obtain photos and text.



Maine Tourism Association Electronic Marketing Opportunities

- **Banner Ads (new sizes effective 11/09)**

Place your business on a banner ad and have it appear on most pages of our Web site www.mainetourism.com
Each month we get thousands of unique visitors to our Web site.

Banner Ad rates

\$60 per month for 12 months
\$70 per month for 6 months
\$80 per month for 3 months

Banner Sizes

Footer banner ad: 468W x 60H
Left hand banner ad: 120W x 240H

- **Banner Ads by Search Category**

Place your business on a banner ad and have it appear on the right hand side of specific search pages.

Banner Ad rates

\$40/3months
\$80/6 months
\$120/9 months

Banner Sizes

Footer banner ad: 468W x 60H
Right hand banner ad: 250W x 250H

You must supply us with the banner ad you have created via e-mail or disk as well as the URL link for your ad.
Call Sherry or Shawn at 800-767-8709 for any additional information.

- **Web Page**

If you do not have a Web site, we will create a 3-page Web site with up to 10 graphics for \$150. This fee gives you one year on our site. The fee to host your pages after the first year is \$100 a year with \$10 charged for each time you make changes. Call Sherry or Shawn at 800-767-8709 for details.

- **Online Reservations at www.mainetourism.com**

In our efforts to improve and enhance online lodging reservation services offered through the Maine Tourism Association, we partnered with InnLink, LLC, www.innlink.com, a leading provider of reservation services in the United States. To learn more about the program go to www.innlink.com/maine. There you can sign up for InnLink and begin your service transition.

- **Touch-screen Kiosk**

Another exciting innovation at the Maine Tourism Association to help increase your business is the touch-screen kiosks at the Kittery, Yarmouth and Hampden North visitor information centers. Located in the common area and available 24 hours a day, your message can create new opportunities for your business. You can reach these visitors for less than a penny an impression. You will get three pages of text (75 words each page) and a four-color picture per page and a fourth printable page with directions from the visitor information center to your business location. Total annual cost for all 3 centers is \$60 per category. Call Michael at 800-767-8709, ext. 107 for details.

- **Calendar of Events**

Enter your free listings at any time throughout the year on our Web site at <http://listings.mainetourism.com/newEvent/>
Events will appear in our on-line calendar at www.mainetourism.com

- **Maine Getaways Program**

We invite your business to participate in a free, year-round advertising campaign. These seasonal promotions are entitled Maine Getaways. To view this campaign, and the current overnight offerings/packages, access www.visitmaine.com/package. As a Maine business, there is absolutely NO FEE for you to participate in this direct-marketing campaign. To participate in this program, simply access the Maine Getaways information tips and guidelines at www.econdevmaine.com/resources

- **Updating Member Information**

We strive to keep our Web site and member information database as accurate and up-to-date as possible. With this in mind, please forward any changes or additions to us as soon as you become aware of them. Please fax: 207-623-0388, call Shawn at 800-767-8709 ext. 103 or e-mail: shawnbrann@mainetourism.com.