



## 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.maintourism.com](http://www.maintourism.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.maintourism.com](http://www.maintourism.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](http://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](http://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.maintourism.com/newEvent/>  
Events will appear in our on-line calendar at [www.maintourism.com](http://www.maintourism.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](http://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](http://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@maintourism.com](mailto:shawnbrann@maintourism.com).