



PAUL R. LEPAGE  
GOVERNOR

STATE OF MAINE  
DEPARTMENT OF  
ECONOMIC AND COMMUNITY DEVELOPMENT  
MAINE OFFICE OF TOURISM  
59 STATE HOUSE STATION  
AUGUSTA, MAINE 04333-0059



GEORGE GERVAIS  
COMMISSIONER

June 2011

Dear Partner in Maine Tourism,

As we approach the 2011 summer season, there is wonderful optimism in the air! I am pleased to report that the 2010 tourism season experienced a strong rebound from 2009, aided by great weather and a recovering economy. And, as always, your resiliency, persistence and dedication continue to attract visitors to Maine and to provide them with memorable vacation experiences.

All of us at the Maine Office of Tourism applaud your efforts in making our many millions of visitors, whether day-trippers or overnight guests, feel welcome. To assist and support your efforts, the team at the Maine Office of Tourism (MOT) works diligently to market Maine regionally, nationally and internationally. MOT approaches marketing strategically using an integrated approach that is research based and includes paid media (print, online, TV and radio), public relations, web, and social media.

One of the constants in all of the campaigns is the promotion of **Maine Invites You**. In fact, in virtually every advertisement, print, TV and web, **Maine Invites You** is prominently displayed, along with ordering information for the interested visitor. As you may know, **Maine Invites You** is Maine's official travel planner and as such, is the only print piece sent in response to visitor inquiries. Recent focus groups confirmed its standing as one of the key trip planning resources for visitors to Maine. Not only do visitors use it as a planning tool, they also bring the guide with them in order to refer to it for more things to do while they are in Maine. Each year MOT staff work with the Maine Tourism Association staff to develop content and style that help to inspire our audiences.

**Maine Invites You** continues to be an essential marketing resource for hundreds of Maine tourism-related businesses. So far, this approach has been very successful, with orders for the 2011 edition up over 14% through April of this year over the same period in 2010!

There is, in fact, no greater marketing value for your business today. With over 300,000 copies in print, **Maine Invites You** is the first point of contact to countless vacationing prospects. One Chamber of Commerce member, for instance, mentioned that 30% of its annual on-line inquiries were generated by **Maine Invites You**! Additionally, did you know that **Maine Invites You** was the first travel planner in the country to have an on-line version, ready to download or conduct a page-by-page search on your computer?

As you plan your 2012 marketing campaign, I urge you to seriously consider **Maine Invites You** as the center piece of your entire strategy.

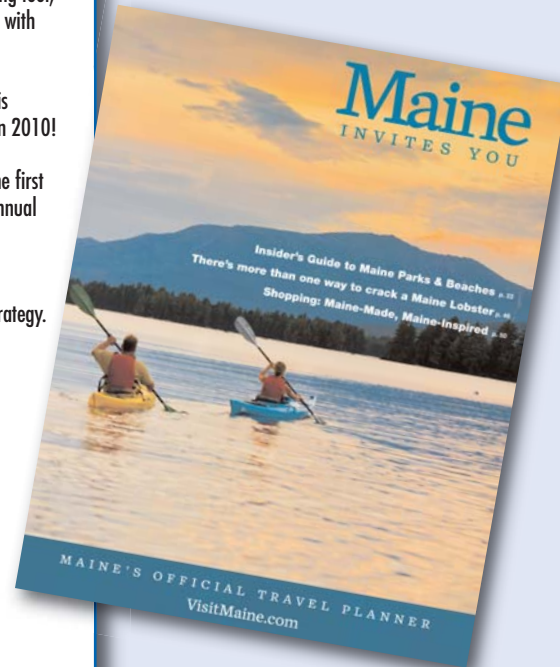
Sincerely,

Carolann Ouellette, Director  
Maine Office of Tourism

OFFICE LOCATED AT: 111 SEWALL STREET, BURTON M. CROSS OFFICE BUILDING, 3<sup>RD</sup> FLOOR  
PHONE: (207) 624-7483 • FACSIMILE: (207) 287-8070 • TTY (207) 287-2656  
[WWW.VISITMAINE.COM](http://WWW.VISITMAINE.COM)

*"Maine Invites You continues to be an essential marketing resource for hundreds of Maine tourism-related businesses. So far, this approach has been very successful, with orders for the 2011 edition up over 14% through April of this year over the same period in 2010!"*

*—Carolann Ouellette, Director  
Maine Office of Tourism*



To get the latest rate information, including technical specs and deadlines, please [click here](http://www.maintourism.com/assets/ratecard.pdf) or go to <http://www.maintourism.com/assets/ratecard.pdf>.

## 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)



[www.facebook.com/maintourismassociation](http://www.facebook.com/maintourismassociation)



[www.twitter.com/MaineTourism](http://www.twitter.com/MaineTourism)





# 2012 MAINE INVITES YOU ADVERTISING RATES/REQUIREMENTS

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

## PREMIUM POSITIONS

BACK COVER (COVER 4) .....	\$ 9,200
INSIDE COVERS (COVERS 2 & 3) .....	\$ 8,300
PAGE 1 AND LAST PAGE .....	\$ 8,100
PAGES 5, 7 AND 9 .....	\$ 7,700

**2-PAGE SPREAD** ..... \$ 14,000

## FULL PAGE BLEED

4/c .....	\$ 6,900
2/c .....	\$ 5,800
black and white .....	\$ 5,000

## FULL PAGE

4/c .....	\$ 6,700
2/c .....	\$ 5,600
black and white .....	\$ 4,800

## 1/2 PAGE HORIZONTAL

4/c .....	\$ 4,800
2/c .....	\$ 3,900
black and white .....	\$ 3,300
bleeds additional .....	\$ 250

## 1/3 PAGE SQUARE OR VERTICAL

4/c .....	\$ 3,300
2/c .....	\$ 2,900
black and white .....	\$ 2,400
bleeds additional .....	\$ 250

## 1/6 PAGE HORIZONTAL OR VERTICAL

4/c .....	\$ 1,800
2/c .....	\$ 1,600
black and white .....	\$ 1,400

## 1/12 PAGE SQUARE

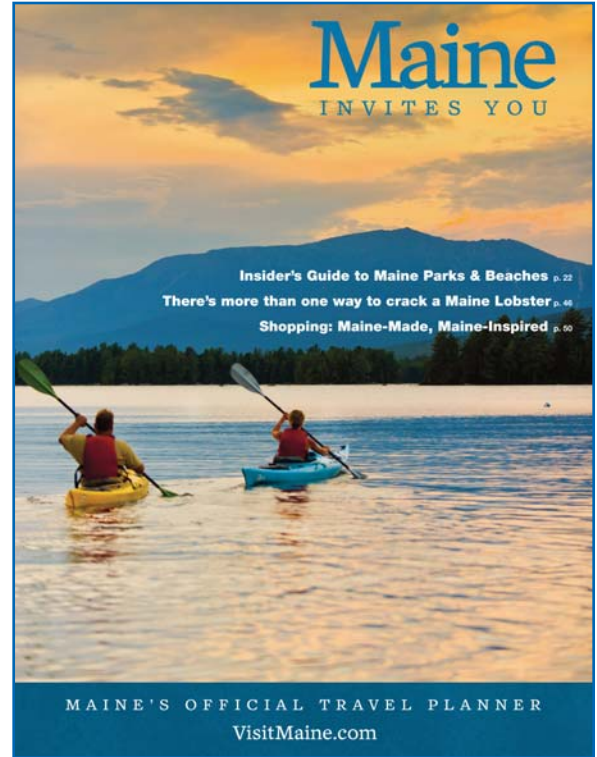
4/c .....	\$ 1,000
2/c .....	\$ 900
black and white .....	\$ 790

## 1/24 PAGE HORIZONTAL

4/c .....	\$ 700
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## RESPONSE CARD

Client is responsible for production of card and shipping direct to printer. Contact Maine Tourism Association for specifications and quantities. Limited availabilities.



## eTRAVELPLANNER LINK (FREE with Ad Purchase)

(Please make sure you list your Web site address within your ad to receive your FREE link.)

**DEADLINE MONDAY OCTOBER 3, 2011!**

**NEW TRIM SIZE**

<p><b>2-Page Spread</b></p> <p>Live area: 13 3/4" W x 9 3/4" H          Bleed size: 16 1/4" W x 10 5/8" H          Trims to size: 16" W x 10 3/8" H</p>	<p><b>Full Page</b></p> <p>Live area: 6 7/8" W x 9 3/4" H          Bleed size: 8 1/4" W x 10 5/8" H          Trims to size: 8" W x 10 3/8" H</p>	<p><b>1/2 Hor. size:</b> 6 7/8" W x 4 3/4" H</p>	<p><b>1/3 Vertical size:</b> 2 1/8" W x 9 3/4" H</p> <p><b>1/3 Sq. size:</b> 4 1/2" W x 4 3/4" H</p>	<p><b>1/6 Vertical size:</b> 2 1/8" W x 4 3/4" H</p> <p><b>1/12 Sq. size:</b> 2 1/8" W x 2 1/4" H</p> <p><b>1/6 Hor. size:</b> 4 1/2" W x 2 1/4" H</p> <p><b>1/24 Hor. size:</b> 2 1/8" W x 1" H</p>
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## MECHANICAL REQUIREMENTS

- **Trim Size:** 8" x 10 3/8" **Live Area:** 6 7/8" x 9 3/4"
- **Line Screen:** 133

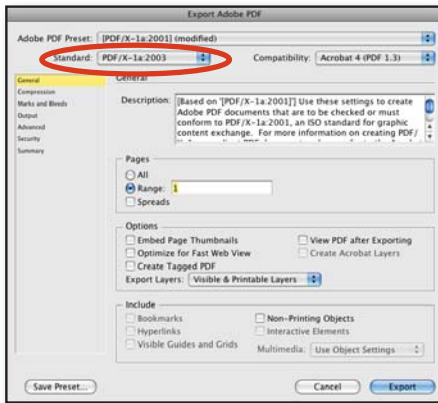
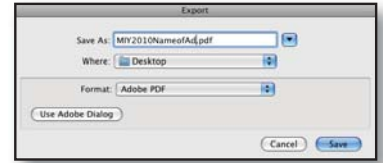
**ELECTRONIC FILES** — A **commercial-quality** color proof for color ads must accompany your file to represent exact color expected on final printed job. Maine Tourism Association will not accept responsibility for color ads unaccompanied by a **commercial-quality** color proof. If proof is not provided, a DCP proof will be generated and \$50/per proof will be billed to the advertiser. A Laser proof or screen shot/jpg does not guarantee color match.

- **FTP Site:** All lower case. **Host:** [rogue.sephone.com](http://rogue.sephone.com) **User:** [mta-trans](mailto:mta-trans) **Password:** [mta-trans](mailto:mta-trans)
- **High-res PDF file:** **PDF/X-1a:2001** (see page 2 for specifications)
- **Applications:** **Macintosh** InDesign vCS2, 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, we be converted, with their nearest Macintosh equivalents, **and no discounts will apply.**
- Ads may be submitted on a CD, DVD or uploaded to our FTP Site and must be accompanied by a **commercial-quality** color proof. A Laser proof or screen shot/jpg does not guarantee color match.
- A printout listing the files contained on the CD or DVD.
- A laser printout of the ad including all process color plates for two-color and four-color ads (**no Pantone plates**).

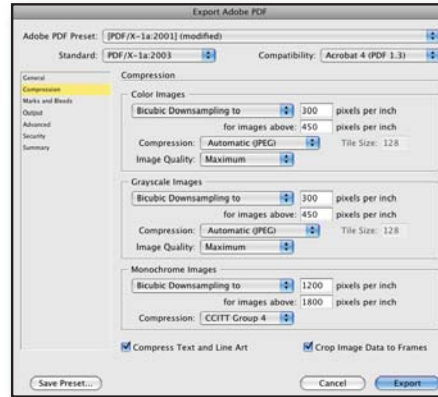
# FILE EXPORTING TO PDF

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

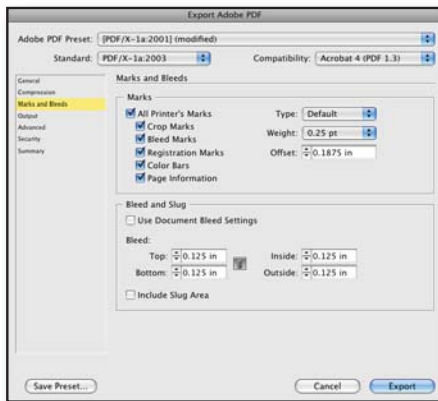
To export a PDF/x-1a, go to: File>Export. Name the file and select PDF as the output type. Maine Tourism Association uses the standard PDF/X-1a:2003 preset, plus the addition of marks and bleeds. Please follow the screenshots below to make sure your settings match ours.



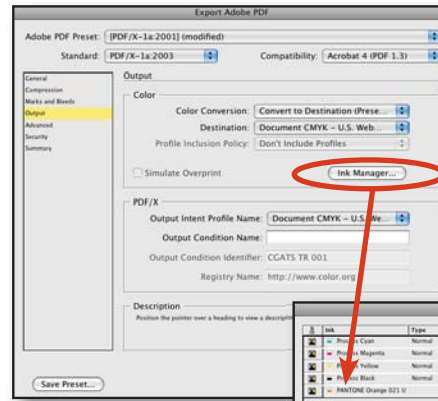
**General:** Select "PDF/X-1a:2001" from the Adobe PDF Presets. Select "PDF/X-1a:2003" from the Standard menu (when selected, the top box will change to "modified").



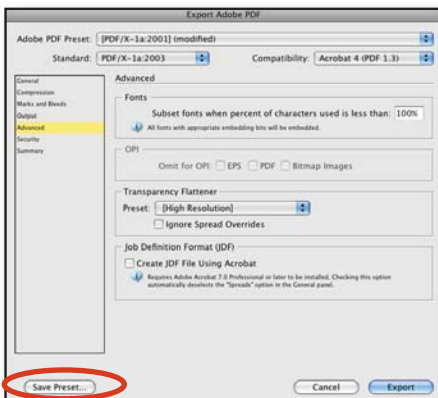
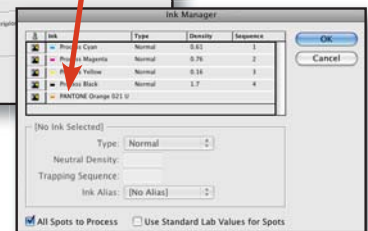
**Compression:** Select "Bicubic Downsampling to" for each entry. For color and greyscale images, the pixels should be 300 and 450 per inch. Compression: Automatic (JPG) and the Image Quality "Maximum". For Monochrome Images, the pixels should be 1200 and 1800 per inch. Compression: CCITT Group 4. Check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



# 2012 MAINE INVITES YOU ADVERTISING CONTRACT

www.maintourism.com/assets/ratecard.pdf

## ADVERTISING RATES

### PREMIUM POSITIONS

- BACK COVER (COVER 4) ..... \$ 9,200
- INSIDE FRONT COVER (COVER 2) ..... \$ 8,300
- INSIDE BACK COVER (COVER 3) ..... \$ 8,300
- PAGE 1 ..... \$ 8,100
- LAST PAGE ..... \$ 8,100
- PAGE 5 ..... \$ 7,700
- PAGE 7 ..... \$ 7,700
- PAGE 9 ..... \$ 7,700
- SPECIAL PLACEMENT ..... \$ +10%

### 2-PAGE SPREAD

- 4/c ..... \$ 14,000 Quantity \_\_\_\_\_

### FULL PAGE BLEED

- 4/c ..... \$ 6,900 Quantity \_\_\_\_\_
- 2/c ..... \$ 5,800
- black and white ..... \$ 5,000

### FULL PAGE

- 4/c ..... \$ 6,700 Quantity \_\_\_\_\_
- 2/c ..... \$ 5,600
- black and white ..... \$ 4,800

### 1/2 PAGE HORIZONTAL

- 4/c ..... \$ 4,800 Quantity \_\_\_\_\_
- 2/c ..... \$ 3,900
- black and white ..... \$ 3,300
- bleeds additional ..... \$ 250

### 1/3 PAGE SQUARE OR VERTICAL

- Square 4/c ..... \$ 3,300 Quantity \_\_\_\_\_
- Vertical 4/c ..... \$ 3,300
- Square 2/c ..... \$ 2,900
- Vertical 2/c ..... \$ 2,900
- Square black and white ..... \$ 2,400
- Vertical black and white ..... \$ 2,400
- bleeds additional ..... \$ 250

### 1/6 PAGE HORIZONTAL OR VERTICAL

- Horizontal 4/c ..... \$ 1,800 Quantity \_\_\_\_\_
- Vertical 4/c ..... \$ 1,800
- Horizontal 2/c ..... \$ 1,600
- Vertical 2/c ..... \$ 1,600
- Horizontal black and white ..... \$ 1,400
- Vertical black and white ..... \$ 1,400

### 1/12 PAGE SQUARE

- 4/c ..... \$ 1,000 Quantity \_\_\_\_\_
- 2/c ..... \$ 900
- black and white ..... \$ 790

### 1/24 PAGE HORIZONTAL

- 4/c ..... \$ 700 Quantity \_\_\_\_\_

### RESPONSE CARD

- ..... \$ 4,800 Quantity \_\_\_\_\_

## MAINE INVITES YOU DEADLINE OCTOBER 3, 2011

### AD TO BE INSERTED IN THE FOLLOWING REGION

(check one, please)

- Aroostook County
- DownEast & Acadia
- Greater Portland & Casco Bay
- Kennebec & Moose River Valleys
- The Maine Beaches
- The Maine Highlands  
Bangor ♦ Katahdin ♦ Moosehead Lake
- Maine's Lakes & Mountains
- Mid-Coast
- Statewide

- new ad
- pick-up 2011 ad
- CD/DVD included
- CD/DVD to come
- Upload to FTP Site

## ADVERTISING COSTS

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

Plus 10% special placement charge: (if applicable) \_\_\_\_\_

Subtotal: \_\_\_\_\_

Less 15% advertising agency discount: (if applicable) \_\_\_\_\_

Subtotal: \_\_\_\_\_

Less 5% pre-pay discount: (if applicable) \_\_\_\_\_

(only if paid in full by October 3, 2011)

Subtotal: \_\_\_\_\_

25% deposit: (needed to secure premium position) \_\_\_\_\_

## FINAL AMOUNT DUE

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

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

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

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

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

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

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

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

Signature is mandatory and acknowledges acceptance of all conditions on page 4.

## PAYMENT

Please return this form with payment no later than October 3, 2011 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 page 4.

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

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

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

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

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

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

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

Signature is mandatory and acknowledges acceptance of all conditions on page 4.



## 2012 MAINE INVITES YOU ADVERTISING PRODUCTION/DEADLINES

[www.mainetourism.com/assets/ratecard.pdf](http://www.mainetourism.com/assets/ratecard.pdf)

### PRODUCTION CHARGES

- Advertisers submitting non camera-ready materials will be charged:  
Ad production, typesetting, layout .....\$75/hour  
Digital color proof .....\$50
- Ads that do not conform to MTA's specifications will be returned to the advertiser/agency for correction at advertiser's expense, if time allows; otherwise corrections will be made in house and advertiser will be invoiced for production.

### NEW PREMIUM POSITION

- Premium Position Pages will be made available on a first-come basis, starting on June 15, 2011. To reserve your premium position for the 2012 issue, you must submit a signed contract for the desired space as soon as possible after that date. You will be advised in writing if the position is available. To officially secure it, a 25% deposit will be required at that time. Balance of payment requirements remain in effect. Maine Tourism Association reserves the right to sell the space after that date to other interested parties.

### REGIONAL CO-OP ADVERTISING (Chambers, CVBs, Business Associations)

- Co-op advertisements will be accepted only in full pages at the full-page rates shown.

### SPECIAL POSITION REQUESTS

- Positioning of advertisements is at the discretion of Maine Tourism Association (MTA), except when both the advertiser and MTA agree on a placement position and the advertiser has paid a 10% premium.

### DEADLINES, DISCOUNTS, AND DEPOSITS

- **Final** closing date for space reservations, ad copy and payment for *Maine Invites You* is **October 3, 2011**.
- **Must supply a signed contract or signed insertion order to arrive no later than October 3, 2011.**
- **Established advertising agencies supplying materials as required by Maine Tourism Association will be entitled to a 15% discount provided no prior balance exists from the agency or the client. All discounts will be rescinded if the balance is not paid by November 3, 2011. (No exceptions)**
- A 5% discount is available to all advertisers who pay in full by **October 3, 2011**.
- A 1 1/2% monthly charge, that **will not be waived**, will be applied to the overdue balance beginning **November 3, 2011**.
- MasterCard, VISA, Discover and AMEX accepted.
- **Cancellation Policy:** Signed contract must be cancelled in writing within three business days prior to deadline date.

### CIRCULATION

- 300,000 copies of *Maine Invites You* will be distributed through print and unlimited copies electronically at [www.mainetourism.com](http://www.mainetourism.com) for response to domestic and international inquiries received by Maine Tourism Association and the Maine Office of Tourism. **Distribution begins in January 2012.**

### 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 or for any errors in editorial, index, or free listings.
- **Advertising materials must be submitted in a form specified under Mechanical Requirements. All ads must be accompanied by the required proof. If advertiser or their designer/agency chooses to send a Laser proof or screen shot/jpg of their ad for proofing purposes-instead of a commercial quality color key, MTA is not liable for errors that may occur. 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 the 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 the 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.

### 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@mainetourism.com](mailto:mconley@mainetourism.com)  
Web site: [www.mainetourism.com](http://www.mainetourism.com)  
Mobile site: [m.mainetourism.com](http://m.mainetourism.com)

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

