



# Tourist News

*Pleasing readers and advertisers since 1958!*

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179 Cat Mousam Road, Kennebunk, ME 04043 • [www.touristnewsonline.com](http://www.touristnewsonline.com)

Tel: 207-985-2244 • Cell: 207-294-2244 • Fax: 207-985-8708

E-mail: [touristnews@roadrunner.com](mailto:touristnews@roadrunner.com) or [adsales@touristnewsonline.com](mailto:adsales@touristnewsonline.com)

Judith Hansen, Publisher, Editor, Advertising Director

## **What is the Tourist News?**

Founded in 1958, the Tourist News is a three-season (April through November) arts and entertainment newspaper circulated throughout Maine's south coastal region. TN is privately owned and is not affiliated with any other newspaper or newspaper chain. It is produced in a home-office on Cat Mousam Road in Kennebunk.

## **Who reads the Tourist News?**

Everyone! The Tourist News is not just for tourists. Year-round residents and seasonal residents, as well as area vacationers and transient visitors pick up the Tourist News to find out what's going throughout the region. See "Demographics" page for more information.

## **What's in the Tourist News?**

The Tourist News is packed with stories about events, galleries, businesses, people, points of interest and local history. Calendar pages includes dozens of things to do and places to go. Other pages help readers find shops, restaurants, galleries, museums, beaches, amusements and landmarks. Book reviews, puzzles and fine photography contribute to the appeal of Southern Maine's most popular seasonal publication.

## **How and where is the Tourist News delivered?**

The Tourist News is distributed free by a professional delivery service (Spofford News) at more than 450 locations in Portlad, Saco, Biddeford, Old Orchard Beach, Kennebunkport, Cape Porpoise, Biddeford Pool, Kennebunk, Wells, Ogunquit, York, Kittery and Portsmouth, New Hampshire. Delivery sites include motels, inns, hotels, campgrounds, restaurants, galleries, museums, retail shops, convenience stores and supermarkets, chambers of commerce, visitor centers and Maine Tourism information centers. New delivery sites are always welcome. Call or e-mail us if you would like to be added to the list; please tell us how many copies you would like delivered and what months you are open.

## **How many copies are printed?**

Our summer circulation is 17,000 copies weekly. Spring and fall circulation is 14,000. For the annual Holiday issue, which goes to press the week before Thanksgiving, 22,000 copies are printed; distribution of that issue is spread out over a six-week period from mid-November through December.

## **Where and when is it printed?**

The Tourist News is printed by the Seacoast Media Group in Portsmouth, New Hampshire. TN goes to press at noon on Monday. Delivery begins on Monday evening and is completed by Tuesday. The issue date is always Thursday of that week.

## **What is the deadline for advertising?**

For most issues, the ad deadline is MONDAY, 12 NOON, 11 days before each issue date. Please see Publication Schedule for other deadlines.

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## 2011 Issue Dates & Ad Deadlines

### SPRING ISSUE

ISSUE DATE	AD DEADLINE
<u>April 14 – Spring issue</u>	<u>Mon., April 4</u>
<i>Featuring: <b>Patriot's Day</b> - Monday, April 18 (Ogunquit Celebration, April 14-17) <b>Earth Day</b> – (Wells Reserve EcoDay Festival April, 16)</i>	

### SUMMER – 15 ISSUES

ISSUE DATE	AD DEADLINE
<u>May 5 – Gardening Issue</u>	<u>Fri., April 22</u>
<i>Featuring: <b>May Day</b> (Kennebunk Celebration Saturday, May 7), <b>Mother's Day</b> – May 8</i>	
<u>May 19 – Memorial Day is May 30</u>	<u>Fri., May 6</u>
<u>June 2 – Summer Calendar Issue</u>	<u>Fri., May 20</u>
<i>Note: We do not publish the week of June 6. There is no June 9 issue.</i>	
<u>June 16 – Father's Day is June 19</u>	<u>Mon., June 6</u>
<u>June 23</u>	<u>Mon., June 13</u>
<u>June 30 – 4th of July Issue</u>	<u>Mon., June 20</u>
<u>July 7</u>	<u>Mon., June 27</u>
<u>July 14</u>	<u>Tues., July 5</u>
<u>July 21 – Open Farm Day Issue</u>	<u>Mon., July 11</u>
<u>July 28</u>	<u>Mon., July 18</u>
<u>August 4</u>	<u>Mon., July 25</u>
<u>August 11</u>	<u>Mon., August 1</u>
<u>August 18 – Lobster Issue</u>	<u>Mon., August 8</u>
<u>August 25</u>	<u>Mon., August 15</u>
<u>September 1 – Labor Day is Sept. 5</u>	<u>Mon., August 22</u>

*Note: We do not publish Labor Day week. There is no September 8 issue.*

### FALL - 5 ISSUES

ISSUE DATE	AD DEADLINE
<u>September 15 – Lighthouse Issue - Lighthouse Day is 9/17</u>	<u>Mon., September 5</u>
<u>September 22 – Fall Foliage Season</u>	<u>Mon., September 12</u>
<u>September 29 – Fall Festival Issue</u>	<u>Mon., September 19</u>
<u>October 6 – Columbus Day is October 10</u>	<u>Mon., September 26</u>
<u>October 13 – Halloween and Harvest Festivals</u>	<u>Mon., October 10</u>
<u>November 17 – Holiday Issue</u>	<u>Tues., November 1</u>

*A special holiday issue with events that take place throughout Maine's south coastal region from November 17 through January 1. (Thanksgiving Day is November 24.)*

The Tourist News goes to press Monday noon. Delivery begins Monday night and is completed by Wednesday. Issue dates are always Thursday.

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## Advertising Rates

### COLUMN INCH RATES

1 to 3 column inches @ \$14.50 per column inch

4 to 14 column inches @ \$14 per column inch

15 to 18 column inches @ \$13 per column inch

1/4 page - 21 column inches (5"x7" ) @ \$250

1/2 page - 42 column inches (10"x 7") @ \$475

Full page @ \$924

Process color is available on selected pages; see color charges below.

**Column widths:** 1 col. - 1 5/8"    2 col. - 3 3/8"    3 col. - 5 "    4 col. - 6 7/8"

### Sample ad size and cost per issue:

2 columns wide (3 3/8) inches)

2 col. x 3 inches = 6 col. inches  
@ \$14 per col. inch = \$84/issue

3 inches deep (tall)

### Other popular ad sizes and cost per issue:

**2 col. wide x 2" deep** = 4 col. inches  
@ \$14/col. inch = \$56/issue

**3 col. wide x 2" deep** = 6 col. inches  
@ \$14/col. inch = \$84/issue

**2 col. wide x 4" deep** = 8 col. inches  
@ \$14/col. inch = \$112/issue

**3 col. wide x 5" deep** = 15 col. inches  
@ \$13/col. inch = \$195/issue

### Color Charges:

2 to 5 col. inches \$25

6 to 10 col. inches \$45

11 to 18 col. inches \$80

quarter page \$120 • half-page \$210 • full page \$350

*See color charge details on separate page.*

### Contract discounts available:

15 percent for contracts of at least 15 issues that are prepaid in full when contract is signed

10 percent for contracts totalling \$2000 or more, prepayment not required, bi-weekly billing

5 percent for contracts of at least 15 issues

**Please note: Discounts cannot be combined.**

### Electronic submission of ads:

When submitting ads electronically (as a PDF), make sure that color files are in CMYK mode and that all fonts are embedded in the PDF file. Send to: [touristnews@roadrunner.com](mailto:touristnews@roadrunner.com)

# Tourist News

Tel: 207-985-2244 • Cell: 207-294-2244

E-mail: touristnews@roadrunner.com

## 2011 Sample ad sizes and prices

2 columns wide x 2 inches deep =

**4 column inches**

@ \$14/col inch =

**\$56/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$25**

**\$81/ISSUE FOR A COLOR AD**

3 3/8 inches wide

3 columns wide x 2 inches deep =

**6 column inches**

@ \$14/col inch =

**\$84/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$45**

**\$129/ISSUE FOR A COLOR AD**

5 inches wide

1 column wide x

4 inches deep =

**4 column inches**

@ \$14/col inch

= **\$56/issue**

**for black & white**

**Color @ \$25**

**\$81/ISSUE  
FOR A COLOR AD**

1 5/8 inches wide

**1 col. = 1 5/8 inches**

**2 col. = 3 3/8 inches**

**3 col. = 5 inches**

**4 col. = 6 1/2 inches**

**6 col. = 10 inches**

2 columns wide x 5 inches deep =

**10 column inches**

@ \$14/col inch =

**\$140/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$45**

**\$185/ISSUE FOR A COLOR AD**

3 3/8 inches wide

2 columns wide x 3 inches deep =

**6 column inches**

@ \$14/col inch =

**\$84/issue for a black & white ad**

**Color @ \$45**

**\$129/ISSUE FOR A COLOR AD**

3 3/8 inches wide

# Tourist News

Tel: 207-985-2244

Cell: 207-294-2244

touristnews@roadrunner.com

## 2011 Sample ad sizes and prices

3 columns wide x 4 inches deep =  
**12 column inches**  
@ \$14/col inch = **\$168/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$80**  
**\$248/ISSUE FOR A COLOR AD**

5 inches wide

3 columns wide x 5 inches deep =  
**15 column inches**  
@ \$13/col inch = **\$195/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$80**  
**\$275/ISSUE FOR A COLOR AD**

5 inches wide

1 column wide x  
5 inches deep =  
**5 column inches**  
@ \$14/col inch =  
**\$70/ISSUE**  
**FOR A BLACK &**  
**WHITE AD**  
**Color @ \$25**  
**\$95/ISSUE**  
**FOR A COLOR AD**

1 5/8 inches wide

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## 2011 Sample ad sizes and prices

3 columns wide x 3 inches deep =  
**9 column inches**  
@ \$14/col inch = **\$126/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$45**

**\$171/ISSUE FOR A COLOR AD**

5 inches wide

2 columns wide x 4 inches deep =  
**8 column inches**  
@ \$14/col inch =  
**\$112/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$45**

**\$157/ISSUE FOR A COLOR AD**

3 5/8 inches wide

**1 col. = 1 5/8 inches**  
**2 col. = 3 3/8 inches**  
**3 col. = 5 inches**  
**4 col. = 6 1/2 inches**  
**6 col. = 10 inches**

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## 2011 Sample ad sizes and prices

1/4 page

3 columns wide x 7 inches deep =

**21 column inches**

@ \$11.90/col inch = **\$250/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$120**

**\$370/ISSUE FOR A COLOR AD**

5 inches wide

7 inches tall

1/2 page

6 columns wide x 7 inches deep =

**42 column inches**

@ \$11.90/col inch = **\$475/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$350**

**\$825/ISSUE FOR A COLOR AD**

10 inches wide

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## Circulation & Demographics

### Circulation

Spring and Fall Issues – 14,000  
Summer Issues – 17,000  
Holiday Issue – 20,000

### Delivery Locations

We have more than 450 delivery sites in 10 towns. The approximate number of sites, per town, is as follows:

Kittery – 5  
York – 40  
Ogunquit – 60  
Wells – 100  
Kennebunk – 60  
Kennebunkport/Cape Porpoise/Goose Rocks – 100  
Biddeford/Saco – 25  
Old Orchard Beach – 30

### **NEW in 2010! Portland - 20 delivery sites**

### Demographics

Based on feedback from the community, Tourist News advertisers and delivery service, TN readership has the following approximate demographics:

#### ***Established readers, 85%***

25 percent – year-round residents

35 percent – seasonal residents (those who are here from three to six months of the year; includes wide range from upscale oceanfront property residents to RV campground residents)

25 percent – annual vacationers of 2-4 weeks duration (those who come back year-after-year, often staying in the same cottage or resort and those who live within an easy drive and visit several weekends per summer)

#### ***New readers, 15%***

5 percent - new year-round or seasonal residents

10 percent – transient visitors

1. tourists vacationing in southern Maine for the first time
2. those visiting southern Maine as part of a larger Maine vacation experience or on their way to another vacation destination in New England

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## Contract Discounts Available - 2011

15 to 22 issues with contract paid in full by May 1 – **15% discount**

15 to 22 issues with contract paid in installments completed by August 1 – **10% discount**  
(payment dates are June 1, July 1, July 15, August 1)

15 to 22 issues with bi-weekly billing – **5% discount**

Ads (if fewer than 22) need not be consecutive and can span the entire publishing season. There are 22 issues from April 14 to November 17 (the holiday issue).

Ads can be added to the contract, insertion dates changed and/or ads changed in size or color added at any time, provided that those changes are made in accordance with the ad deadline schedule. Additional ad charges (for larger ads or the addition of color) will be billed at your discounted contract rate.

The Tourist News bills on a biweekly basis or in accordance with your contract payment schedule. Payment is expected in 10 days. We reserve the right to eliminate contract discounts if contract payments are not received in a timely manner.

***The Tourist News now accepts credit cards (any except American Express). There is a 2% convenience fee for this service.***

