



Tourist News

179 Cat Mousam Rd., Kennebunk ME 04043

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

E-mail: touristnews@roadrunner.com • Web site: www.touristnewsonline.com

2012 Issue Dates & Ad Deadlines

SPRING ISSUE

ISSUE DATE

AD DEADLINE

April 5 – Spring issue Tues., March 20

*Featuring: Patriot's Day is Monday, April 16 (Ogunquit Celebration April 13-15)
Easter is April 8*

SUMMER – 15 ISSUES

ISSUE DATE

AD DEADLINE

May 3 – Gardening Issue Tues., April 17

*Featuring: May Day (Kennebunk Celebration is Saturday, May 5)
Mother's Day is May 13*

May 17 – Memorial Day is May 28 Tues., May 1

May 31 – Summer Calendar Issue Tues., May 15

Note: We do not publish the week of June 3-9. There is no June 7 issue.

June 14 – Father's Day is June 17 Tues., May 29

June 21 Tues., June 12

June 28 – 4th of July Issue Tues., June 19

July 5 – 4th of July Issue Tues., June 26

July 12 Tues., July 3

July 19 – Open Farm Day Issue Tues., July 10

July 26 Tues., July 17

August 2 Tues., July 24

August 9 Tues., July 31

August 16 – Lobster Issue Tues., August 7

August 23 Tues., August 14

August 30 – Labor Day is Sept. 3 Tues., August 21

Note: We do not publish Labor Day week. There is no September 6 issue.

FALL – 5 ISSUES

ISSUE DATE

AD DEADLINE

September 13 – Lighthouse Issue - Lighthouse Day is 9/16 Tues., September 4

September 20 – Fall Foliage season Tues., September 11

September 27 – Fall Festival Issue Tues., September 18

October 4 – Columbus Day is October 8 Tues., September 25

October 11 – Halloween and Harvest Festivals Tues., October 2

November 15 – Holiday Issue Tues., October 23

*The Holiday Issue includes events throughout Maine's south coastal region from Nov. 15–Jan. 1.
(Thanksgiving Day is November 24. Kennebunkport's Christmas Prelude is Nov. 29–Dec. 9.
Ogunquit's Christmas by the Sea is Nov. 30–Dec. 2 and Dec. 7–9.)*

The Tourist News goes to press Monday afternoon. 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

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2012 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

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2012 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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2012 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

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 1.5 inches deep =
3 column inches
@ \$14.50/col inch =
\$43.50/ISSUE FOR A BLACK & WHITE AD
Color @ \$25

\$68.50/ISSUE FOR A COLOR AD

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2012 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

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Pleasing southern Maine readers and advertisers since 1958!

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Contract Discounts Available - 2012

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.



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Circulation & Demographics

Circulation

Spring and Fall Issues – 14,000

Summer Issues – 17,000

Holiday Issue – 22,000

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