



2017 Aroostook County Visitor's Guide

Lead Visitors Directly to Your Door

Northern Maine Development Commission is creating an updated regional visitor's guide. This fully redesigned four-color guide will include exceptional photography; up-to-date community information; a calendar of special events; seasonal outdoor and recreational information; current listings for restaurants, attractions, accommodations, and camping facilities; and more.

Annually, 10,000 copies of the guide will be printed and distributed as Aroostook County's primary fulfillment piece to prospective visitors requesting information about traveling to the region. In addition to being mailed in response to inquiries, guides will be distributed at travel and recreation shows, official Maine visitor information centers, hotels, attractions, and campgrounds. A digital version of the guide will also be available for online viewing or download via VisitAroostook.com.

We are offering a limited number of reasonably priced advertising spaces in the guide. For more information or to reserve your advertising space now, call Matthew at 207-400-4699 or email MattK@nmdc.org.

Thank-you for your continued support of Aroostook County Tourism.
Alain Ouellette, Aroostook County Tourism

Annual Advertising Rates

Advertisers can select one of five ad sizes (see below). Rates guaranteed for 2017. Special placement ads are available for a premium. We are offering a **10% Day of Sale Discount** for payment-in-full made on the day of sale. Two- and three-year pricing available upon request.

Special Placement Ad Space	Price	Standard Ad Space	Price
Inside Front Cover	\$1,500	Inside Full-page	\$900
Inside Back Cover	\$1,500	Half-page	\$600
Back Cover	\$1,750	Quarter-page	\$400
		Eighth-page	\$250

Advertising Deadlines

March 15, 2017: Final closing date for space reservations (signed contract/insertion order).

March 31, 2017: Payment due in full.

March 31, 2017: Ad materials due as print-ready PDF (see spec sheet for details).

For more information call Matthew at 207-400-4699 or email MattK@nmdc.org

Advertising Artwork Specifications & Requirements

Ad materials due March 31, 2017. Send ad materials to ads@nmdc.org.

Display Ad Specifications

Full Page Bleed (includes premium ad space): 8.25" h x 10.875" w, include .125" bleed all sides, all live matter must be kept a minimum of .25" away from trim

Full Page (no bleed): 7" h x 9.75" w **Half Page**: 7" w x 4.75" h

Quarter Page: 3.375" w x 4.75" h **Eighth Page**: 3.375" w x 2.25" h

Required File Format

All ad materials must be provided as high-res CMYK PDF (PDF/X-1a:2001).

A \$75/hr. fee is charged to convert noncompliant files.

Advertising Materials Submission

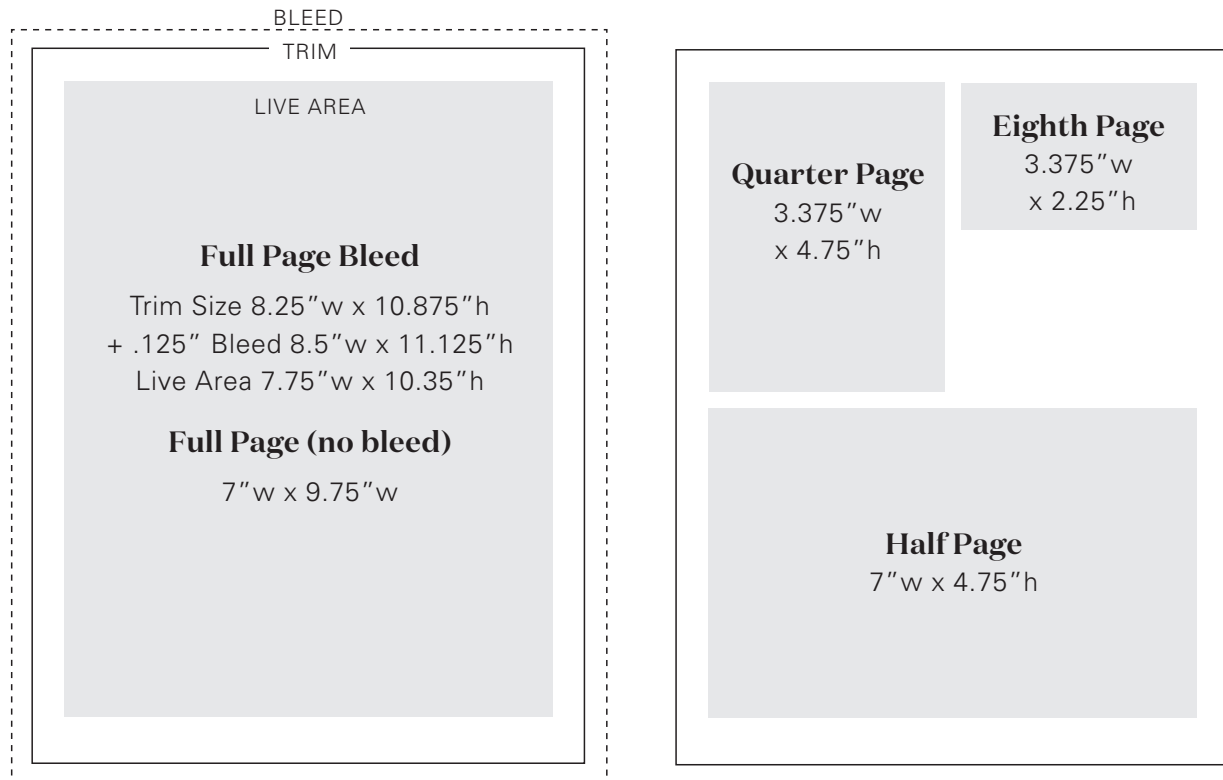
Submit your ads via email to ads@nmdc.org for files up to 9MB.

For files 10MB or larger send to ads@nmdc.org using WeTransfer.com

Ad design services are available for \$75 per hour, estimated and billed separately.

Please note: ACT and its agents are not responsible for the appearance of ads submitted that do not meet specifications. Fonts not supplied or embedded will be substituted. Any claims regarding advertisement content is wholly the advertiser's liability. All reasonable efforts will be made to contact advertisers if any production/quality issues arise with submitted ad artwork.

Ads not paid for in full by March 31, 2017 may not be included in final publication at the discretion of ACT.



For more information call Matthew at 207-400-4699 or email MattK@nmdc.org

Aroostook County Visitor's Guide Advertising Contract & Invoice

Ad Space Pricing

- Full Inside Front Cover..... \$1,500
- Full Inside Back Cover \$1,500
- Full Back Cover..... \$1,750
- Inside Full Page \$900
- Half Page \$600
- Quarter Page \$400
- Eighth Page \$250

**Space Reservation Deadline
March 15, 2017**

Advertiser Information

Advertising Costs

- Ad Space _____
- 10% Day of Sale Discount[†] _____

TOTAL _____

Full Payment March 31, 2017

[†]For payment at time of sale by cash/cc/check only. No other discounts can be applied.

Sales Notes:

Region & Category are for office use only:

Region: _____ Category _____

Contact Name	Business Name (Required)	
Chamber Affiliation (if any)	Email Address (Required)	
Phone	Fax	
Billing Address		
City	ST	Zip
Signature (required)		

Please note that signature also acknowledges: NMDC/ACT and its agents are not responsible for the appearance of ads submitted that do not meet specifications. Fonts not supplied or embedded will be substituted. Any claims regarding advertisement content is wholly the advertiser's liability. NMDC/ACT will make all reasonable efforts to contact advertisers if any art production/quality issues arise. Ads not paid for in full by March 31, 2017 may be excluded from final publication at the discretion of ACT. All previous balances with ACT must be settled at or before time of sale. Space in the 2017 Aroostook County Tourism Visitor's Guide will only be reserved upon receipt of this signed contract by NMDC/ACT and is not a guarantee of future space availability.

Payment Information

Instructions: Please retain a copy of this contract as it is also your invoice. Complete form in full and return by scanned original by email to matk@nmdc.org or by mail with check payable to: Aroostook County Tourism to PO Box 779, Caribou, ME 04736-5242 or make payment arrangements by calling 207-400-4699.

- Check MasterCard VISA Discover AMEX

Account# _____ Expiration Date _____ CW Code* _____ Cardholder Signature** _____

*CW Code is last three digits on signature line or on front of AMEX | **Typed name is acceptable for digitally submitted contracts.

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Please send ad artwork materials directly to ads@nmdc.org