



MEDIA KIT 2024

Serving South Coastal Maine Since 1958.

Voted Best Local Publication 2019, 2020, 2021, 2022 & 2023

Ad Sizes and Rates

Newspaper

1/24 page 3.3" x 1.75"/1.625" x 3.5"	\$72 Full Color \$61.20 w 15% discount
1/20 page 1.625" x 5"	\$95 Full Color \$80.75 w 15% discount
1/12 page 3.3" x 3.5"/5" x 2.25"	\$120 Full Color \$102 w 15% discount
1/8 page 5" x 3.5"/3.3" x 5"	\$198 Full Color \$168.30 w 15% discount
1/6 page 5" x 5"	\$285 Full Color \$242.25 w 15% discount
1/5 page 3.3" x 6"	\$220 Full Color \$187 w 15% discount
1/4 page 5" x 7"	\$385 Full Color \$327.50 w 15% discount
1/2 page 10.37" x 7"	\$686 Full Color \$580.10 w 15% discount
Full Page 10.37" x 14.5"	\$1265 Full Color \$1075.25 w 15% discount

Quarterly Magazine

1/8 Page 3 1/2" x 2 1/2"	\$199 \$169.15 after 15% discount
1/4 Page 3 1/2" x 4 3/4"	\$385 \$327.25 after 15% discount
1/2 Page 7 1/2" x 4 3/4" or 3 1/2" x 9 3/4"	\$725 \$616.25 after 15% discount
Full page 8 1/2" x 10 3/4"	\$1299 \$1104.15 after 15% discount
Interior Front/ Back Cover 8 1/2" x 10 3/4"	\$1399 \$1189.15 after 15% discount
Exterior Back Cover 8 1/2" x 10 3/4"	\$1499 \$1274.15 after 15% discount

In 2024, we will publish 22 newspapers and 4 magazines. Online versions of our magazines and newspapers via our website will be accessible to all, as always.

Thanks to our wonderful partnership with the *Portland Press Herald*, each issue of *Tourist & Town* is inserted into the *Maine Sunday Telegram*, dramatically increasing *Tourist & Town's* circulation and reach.

(This is in addition to local distribution to hundreds of drop sites from Kittery to Old Orchard Beach).

This means extensive visibility for YOU, the advertiser!

Advertising Policies

- All advertising fees are **pre-paid** – namely, upon placement of ad(s).
- Advertisers who commit via contract to 3 or more ads in 2024 (in our newspaper or magazine, or a combination thereof) will receive 15% off all ads. All other advertisers will pay the standard ad rate (as shown in bold above).
- Advertisers who choose to pre-pay their 2024 contracts (provided the contract is for three or more ads) **on or before March 15, 2024** will receive an additional 10% discount, on top of the 15%.
- We firmly believe that businesses deserve professional advertisements - no matter the size of the business. While advertisers are encouraged to submit their own artwork, we will make sure that all submitted ads meet our printing standards and will present well. We are happy to help create your ad if need be.
- If you require varying message each time your ad runs, or you like to change your ad's message occasionally, please just submit the changes by the ad deadlines.

Sales Team:

Sandy Janes: sandy@touristandtown.com • **Melissa Ross:** touristandtown@gmail.com

If this is your first time advertising with us, email publisher@touristandtown.com to be matched with one of our sales professionals.

2024 Publishing Schedule

Tourist & Town: The Newspaper

Issue Date	Special Focus/Content	Ads/PR Due
Thursday, March 28	2024 Kickoff Issue/A Look Ahead	Wednesday, March 20
Thursday, April 11	Wednesday, April 3
Thursday, April 25	Wednesday, April 17
Thursday, May 9	Mother's Day	Wednesday, May 1
Thursday, May 23	The Memorial Day Issue	Wednesday, May 15
Thursday, June 6	Father's Day	Wednesday, March 29
Thursday, June 20	Summer Preview/July 4th Preview	Wednesday, June 12
Thursday, July 4*	Wednesday, June 26
Thursday, July 11	Wednesday, July 3
Thursday, July 18	Wednesday, July 10
Thursday, July 25	Wednesday, July 17
Thursday, August 1	Wednesday, July 24
Thursday, August 8	Wednesday, July 31
Thursday, August 15	Wednesday, August 7
Thursday, August 22	Wednesday, August 14
Thursday, August 29	The Labor Day Issue	Wednesday, August 21
Thursday, September 12	Wednesday, September 4
Thursday, September 26	Wednesday, September 18
Thursday, October 10	The Columbus Day Issue	Wednesday, October 2
Thursday, October 24	Wednesday, October 16
Thursday, November 7	Wednesday, October 30
Thursday, November 21**	The Prelude Issue	Wednesday, November 13

* Summer weeklies begin

**Final Issue of 2024

Tourist & Town: The Magazine

Quarterly Editions

Spring - Summer - Fall - Holidays/Winter

Specific dates and deadlines TBD

TOURIST&TOWN

THE NEWSPAPER

THE MAGAZINE

In our newspapers, readers find:

- Current, up-to-date stories
- Local news and reviews
- Arts and entertainment listings
- Upcoming activities and events
- Fundraising and local heroes
- Expert fishing reports and tide charts
- Calendars and classifieds

...and countless added surprises always

In our magazines, readers find:

- Timeless stories and interviews
 - In-depth history articles
 - Rich content sections
 - Local culture and lifestyle
 - Lasting guides and resources
 - Eye-catching photography
 - Beautiful aesthetics cover to cover
- ...and loads of other keepsake qualities.



May-November.
Pick it up free, read it online or subscribe
to receive it at home.

The Timely



Spring-Summer-Fall-Holidays/Winter.
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and The Timeless

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