

TOURIST & TOWN

Since 1958

Why advertise with *Tourist & Town* in 2021?

Tourist & Town (formerly *Tourist News*) has been an institution in Southern Maine for well over sixty years.

Established, reliable and trusted, and winner of Best Local Publication for 2019 and 2020, *Tourist & Town* is known for top-notch graphics, high aesthetic standards, excellent journalism, a spirit of goodwill, and a sincere commitment to its advertisers.

Advertising with *Tourist & Town* is so much more than a 'parking space.' It's a true and organic relationship with opportunities to share business news, special events, bits of trivia, and more. As of 2019, we also offer social media exposure/assistance to all of our advertisers.

Tourist & Town has a unique lifespan as a 'keepsake' kind of newspaper. People hold onto it and savor it. This is wonderful news for advertisers and readers alike.

Tourist & Town casts a wide net with multiple audiences, a circulation of 11-15,000 per issue - and growing - and hundreds of drop sites from Kittery to S. Portland.

To come on board with *Tourist & Town* is to come on board with a trusted and established newspaper, one that is committed to serving local businesses by helping them succeed.

All issues of *Tourist & Town* are available online at www.touristandtown.com. We have a large and ever-increasing online readership, as well as a consistently growing social media presence through Facebook and Instagram. Be sure to check out the issues online as the presentation is quite exceptional.

P.O. Box 647, Kennebunkport, Maine 04046 • 207-204-0055
www.touristandtown.com publisher@touristandtown.com

Now in our 63rd year!

Tourist & Town

Spring 2021 Magazine

Tourist & Town will publish four magazines in 2021 - spring, summer, fall and winter. Our magazines are timeless, keepsake items, each containing full-length stories, seasonal photography, dining and entertainment, local finds and more. Magazines will circulate throughout each of the seasons. Our contract newspaper advertisers will receive a special 15% discount on all magazine advertising, as reflected below. Following are the rates for our Spring 2021 magazine.

1/8 Page 3 1/2" x 2 1/2"	\$198 \$168.30 after discount
1/4 Page 3 1/2" x 4 3/4"	\$385 \$327.25 after discount
1/2 Page 7 1/2" x 4 3/4" or 3 1/2" x 9 3/4"	\$686 \$580.10 after discount
Full page 8 1/2" x 10 3/4"	\$1265 \$1075.25 after discount
Interior Front/Back Cover 8 1/2" x 10 3/4"	\$1365 \$1160.25 after discount
Exterior Back Cover 8 1/2" x 10 3/4"	\$1450 \$1232.50 after discount

Tourist & Town

P.O. Box 647 • Kennebunkport Maine • 04046

publisher@touristandtown.com • www.touristandtown.com

Tourist & Town

the newspaper - 2021 Ad Rates

Rates in 2021 will remain unchanged as they have for many years now. And again, we will offer a 15% discount to all contract advertisers who take just three or more ads in 2021. Prices are per insertion. Unless specified up front, running ads will continue to run until we are notified otherwise.

1/24 page 3.3" x 1.75"/1.625" x 3.5"	\$72 Full Color \$61.20 w discount	\$57 Black and White \$48.45 w discount
1/20 page 1.625" x 5"	\$95 Full Color \$80.75 w discount	\$80 Black and White \$69 w discount
1/12 page 3.3" x 3.5"/5" x 2.25"	\$120 Full Color \$102 w discount	\$100 Black and White \$85 w discount
1/8 page 5" x 3.5"/3.3" x 5"	\$198 Full Color \$168.30 w discount	\$168 Black and White \$142.80 w discount
1/6 page 5" x 5"	\$285 Full Color \$242.25 w discount	\$235 Black and White \$195.25 w discount
1/5 page 3.3" x 6"	\$220 Full Color \$187 w discount	\$190 Black and White \$161.50 w discount
1/4 page 5" x 7"	\$385 Full Color \$327.50 w discount	\$295 Black and White \$250.75 w discount
1/2 page 10.37" x 7"	\$686 Full Color \$580.10 w discount	\$586 Black and White \$498.10 w discount
Full Page 10.37" x 14.5"	\$1265 Full Color \$1075.25 w discount	\$1115 Black and White \$947.75 w discount

To come on board with *Tourist & Town* is to come on board with a trusted and established newspaper, one that is sincerely committed to serving local businesses by helping them succeed. We welcome back our regular advertisers for a wonderful year ahead. And to those who have not yet advertised with us, we hope you will join our T&T family.

P.O. Box 647, Kennebunkport, Maine 04046
www.touristandtown.com • publisher@touristandtown.com

Since 1958