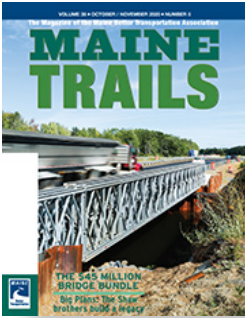


THE MAGAZINE OF THE MAINE BETTER TRANSPORTATION ASSOCIATION

MAINE TRAILS

2021 ADVERTISING RATES & GRAPHIC SPECIFICATIONS



Maine Trails is a bi-monthly magazine published for members of the Maine Better Transportation Association (MBTA) and other transportation leaders in the state of Maine. *Maine Trails* explores

important transportation issues affecting the state and the transportation industry. Magazine correspondents monitor legislative activities and report on membership news, MaineDOT and Maine Turnpike news, transportation projects, special features and Association activities. *Maine Trails* is the best way to stay informed about state transportation issues.

Editorial Calendar

The editorial calendar is open, enabling the magazine to address current issues as they arise.

Circulation and Coverage

Maine Trails is mailed to more than 1,200 businesses and individuals in the state of Maine. The readership includes contractors, insurance companies,

freight and marine companies, transit operators, equipment dealers, legislators, engineering firms, transport companies, state and local government officials, public works directors and transportation suppliers.

<u>Readership</u>	<u>Total</u>
Construction/Engineering	42%
Government/Municipalities	18%
Business/Industry	14%
Trucking/Shipping	10%
Legislators/Congressional	9%
Other	7%

Advertising Rates

	<u>1x</u>	<u>2-5xs</u>	<u>Annual/6xs[†]</u>
Full Page	\$330	\$305	\$1630
2/3 Page	\$280	\$255	\$1345
1/2 Page	\$260	\$230	\$1235
1/3 Page	\$180	\$170	\$855
1/4 Page	\$155	\$140	\$695

[†]Due after first ad runs.

Special Positions

There is an additional charge when special positions are requested. Please contact *Maine Trails* for further information.

Interest Charges

A 1.5% interest charge will be added to all accounts over 30 days.

Commissions

All rates are net to *Maine Trails*.

Annual Rates

The Contract Rate is for six camera-ready placements and must be prepaid in full.

Color

- Four-color process (CMYK): \$350 additional per issue (high resolution CMYK PDF file by advertiser)

Ad Sizes

<u>Bleed ads</u>	<u>Width</u>	<u>Height</u>
Full page -trim size	8-1/2	11
Full-page - bleed size	8-3/4	11-1/4

<u>Non-bleed ads</u>	<u>Width</u>	<u>Height</u>
Full page	7-1/2	9-3/4
2/3-horiz.	7-1/2	6-1/2
1/2-horiz.	7-1/2	4-3/4
1/2-vert.	3-5/8	9-3/4
1/3-horiz.	7-1/2	3
1/3-vert.	3-5/8	6-1/2
1/4-horiz.	7-1/2	2-1/4
1/4-vert.	3-5/8	4-3/4

Materials Deadlines

<u>Issue</u>	<u>Materials Due</u>
February-March	2-22-21
April-May	4-16-21
June-July	6-18-21
August-September	8-20-21
October-November	10-15-21
December-January	12-3-21

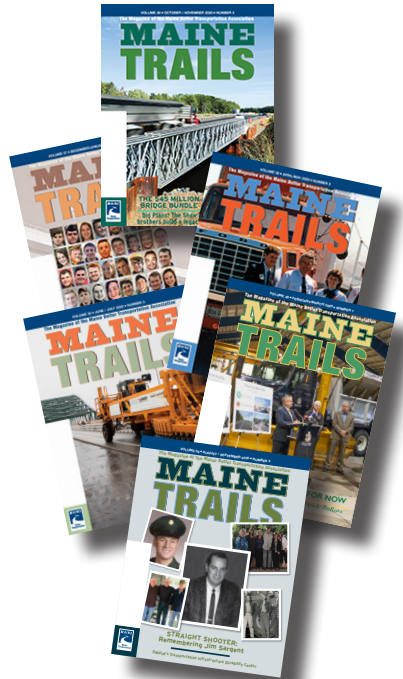
Space Reservations

To reserve your advertising space, please contact *Maine Trails* two weeks prior to materials deadline.

Digital Specifications

- Acceptable digital file formats: high resolution PDF; or composite TIFF, JPEG or EPS files with pictures and fonts embedded.

- Bleed ads should include 1/8-inch bleed on all sides and crop marks offset by 12 pts.
- All pictures should be at least 300 dpi at 100% for CMYK or grayscale; 600 dpi for line art.
- Total ink density not to exceed 260%. 110 line screen.
- All color should be CMYK.
- Please send color proof at 100%. Without a proof, the publisher cannot be held responsible for the quality of the color reproduction. SWOP standards apply.
- Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability. All efforts are made to preserve advertising materials in their original condition; however, publisher is not responsible for lost or damaged advertising materials after publication.



For further information, contact:

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