

MAINE Discovery Coast MAGAZINE

2010 FREE MEMBER LISTING AND ADVERTISING CONTRACT

Penobscot Bay Regional Chamber of Commerce • Deadline for contract and payment: October 31, 2009

Download forms online at www.therealmaine.com/magazine.com

The *Maine Discovery Coast Magazine* is a regional magazine with professionally written articles and first-rate photography that incorporates community information, membership listings, grids, and events. Simply follow Step 1 through Step 6 filling out information as applicable.

Date: _____

STEP 1 FREE Business Listing and Optional Enhanced Listing

Go to www.therealmaine.com/magazine to view your current listing(s)

Members receive a FREE listing in *Maine Discovery Coast Magazine*. (see sample at right)

Your listing will be included in the membership directory. Please decide which business category you would like to be placed. (If you have a grid listing, please go to STEP 4. Your FREE information is the basic business information included in the first column of the grid. There is a \$75 cost for EACH grid listing.)

SPORTING GOODS
Fan-Tastic Sports 415 N. Bayshore Dr. Rockland, ME 04841 207-555-5555 • 800-555-5555 www.TheRealMaine.com • info@TheRealMaine.com

REPEAT same information as last year

CHANGES If there are any changes to your business listing, please specify below

FREE LISTING

Business Name: _____ Category: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Phone: _____ Additional number
 Toll Free # OR Fax# OR Cell#: _____

Email: _____ Web: _____

Please MANUALLY Enter your Total here.

ADDITIONAL CATEGORIES OPTIONAL

\$50.00 PER CATEGORY

TOTAL \$

REPEAT same information as last year

CHANGES If there are any changes to your additional category listing, please specify above

Please place my listing in an additional category(s): 1. _____

2. _____ 3. _____ 4. _____

Comments:

ENHANCED LISTING OPTIONAL

LINES 1&2 LINES 3&4

\$50.00 **\$100.00**

Please MANUALLY Enter your Total here.

TOTAL \$

Go to www.therealmaine.com/magazine to view your current listing(s)

If you would like to include more lines in your listing, enhanced listings are available (see sample at right) for an additional fee of \$50 per two lines of type (approx. 12 words) with a maximum of four extra lines (approx. 24 words). **The cost applies to each listing in the directory.** This enhanced listing can include contact name, additional telephone numbers or a description.

SPORTING GOODS (enhanced)**Fan-Tastic Sports**

415 N. Bayshore Dr.
 Rockland, ME 04841
 207-555-5555 • 800-555-5555
www.TheRealMaine.com • info@TheRealMaine.com

Featuring a wide variety of sports novelties and apparel. **John Doe**

Please list which categories are enhanced listings:

1. _____ 2. _____
 3. _____ 4. _____

 REPEAT same enhanced listing as last year CHANGES If there are any changes to your ENHANCED listing, please specify below:

Line #1 & 2: _____

Line #3 & 4: _____

Comments:

STEP 2 Map Reference (FREE with Enhanced Listing or Display Ad)Go to www.TheRealMaine.com/maps to determine your map and coordinate information

If you purchase enhanced listings or display advertising, you receive a map location on your listing. This means that you can choose one set of grid coordinates from one of the eight maps published in Maine Discovery Coast Magazine. (example G3)

Town Selection:	Letter	#	Town Selection:	Letter	#
<input type="checkbox"/> REPEAT same map reference as last year			<input type="checkbox"/> S. Thomaston / Owls Head	_____	_____
<input type="checkbox"/> Camden/Rockport	_____	_____	<input type="checkbox"/> Knox County	_____	_____
<input type="checkbox"/> Glen Cove / Rockport	_____	_____	<input type="checkbox"/> Lincoln County	_____	_____
<input type="checkbox"/> Rockland	_____	_____	<input type="checkbox"/> Waldo County	_____	_____
<input type="checkbox"/> Thomaston	_____	_____	<input type="checkbox"/> I prefer no map reference		

GENERAL INFORMATION**Size:** 128 pages min., plus 4 cover pages, trim size 8 1/8" x 10 7/8"**Circulation:** Press run to be determined based on usage from prior year**Distribution:** Direct mail, State Visitor Information Centers, Chambers of Commerce, local businesses, Chamber Members and newsstands**Print Date:** March 2009**Format:**

- Perfect bound
- 40# paper stock with 70# cover stock
- 3-column membership directory listing
- Free map locator reference with all display ads & Enhanced Listings

PAYMENT & SPACE RESERVATION DEADLINE

October 31, 2009

PREPAY DISCOUNT

5% prepay discount if paid in full by August 21, 2009.

LATE SURCHARGE

In order to meet our production schedule, there will be a 10% surcharge for contracts returned after October 31, 2009.

MAILING INSTRUCTIONS

Published by Penobscot Bay Regional Chamber of Commerce,
 PO Box 508 • Rockland, ME 04841.
 Phone: 207-596-0376 • Fax: 207-596-6549

STEP 3 Display Advertising

2010 DISPLAY AD RATES TOTAL \$

Check one box below:

- Full Page Bleed trim to (8-1/8"x 10-7/8") \$2865
- Full Page (7"x 9-7/8") \$2865
- 2/3 page vertical (4-5/8"x 9-7/8") \$2200
- 1/2 page
 - island (4-5/8"x 7-3/8") OR horizontal (7"x 4-7/8") . . . \$1625
- 1/3 page
 - square (4-5/8"x 4-7/8") OR vertical (2-1/4"x 9-7/8") . . . \$1095
- 1/6 page
 - vertical (2-1/4"x 4-7/8") OR horizontal (4-5/8"x 2-3/8") . . \$625
- 1/12 page (2-1/4"x 2-3/8") \$345
- For Guaranteed Ad Placement add 15%

Placement location: _____

Premier Placement Ads (Full Page)

Advertisers on premier placement pages will rotate each year. **If you are interested in premier placement, you must submit your request in writing.** Limited space, call for details.

- Back Cover \$4185
- Inside Front Cover. \$3855
- Page One \$3635
- Page Two \$3300
- Page Four \$3300
- Inside Back Cover \$3145

If you need a graphic designer or advertising agency, please contact Shari Closter at the Chamber for referrals.

Display Ad Information

Go to www.therealmaine.com/magazine for digital ad specifications.

Ads due by **October 31, 2009.**

ADS THAT DO NOT CONFORM TO SPECIFICATIONS will be returned to the advertiser/agency for correction at advertiser's expense, if time allows; otherwise, corrections will be made in-house and advertiser will be billed for production. These charges are in addition to the cost of contracted ad space.

Please select method of ad submission:

- New ad Use same ad as last year
- Use same ad as last year with marked changes (min. \$25 production fee will apply, billing done separately)
- electronically via email or FTP on enclosed disk

Ad prepared by: _____

Contact name: _____

Phone number: _____

Email: _____

Description of ad changes:

Chamber Usage Only:

CONDITIONS

If your membership dues are not current by October 31, 2009 or if payment arrangements have not been made, we will remove your business listing from *Maine Discovery Coast Magazine*. If you have not made payment or payment arrangements by October 31, 2008 for any advertising in the publication, your ad will be removed.

The Chamber reserves the right to refuse any advertising it deems not acceptable for any reason.

Guaranteed placement will be granted with a 15% additional fee and is accepted on a first-come-first-served basis.

Positioning of all ads will be at the discretion of the Chamber.

Cancellations cannot be accepted after the stated deadline.

Deposits are non-refundable.

All advertisers must be members in good standing and current with membership dues for inclusion in the directory listing or placement of advertisements.

All ads are placed R.O.P (run of pick) unless otherwise noted.

Agency commissions (discounts) will not apply.

Chamber Use Only

- | | | |
|---|---|--|
| <input type="checkbox"/> Ad list spreadsheet | <input type="checkbox"/> Entered on 1st draft of membership dir. | <input type="checkbox"/> <input type="checkbox"/> Broadcast E-mail (if applicable) |
| <input type="checkbox"/> Additional Text/Category Spreadsheet | <input type="checkbox"/> Alpha <input type="checkbox"/> Cat. <input type="checkbox"/> Grid <input type="checkbox"/> Editorial | <input type="checkbox"/> Entered on grid spreadsheet (if applicable) |
| <input type="checkbox"/> Emailed TS | <input type="checkbox"/> Magazine Supplement (if applicable) | <input type="checkbox"/> Badge (if applicable) |
| <input type="checkbox"/> Verified with Chamberware | <input type="checkbox"/> Chamber web site (if applicable) | |
| <input type="checkbox"/> Accounting (if applicable) | <input type="checkbox"/> Grid <input type="checkbox"/> Member Information | |

STEP 4 Grid Listings

TOTAL \$ _____

Please MANUALLY
Enter your Total here.

Changes as
marked on
grid form

HOTELS MOTELS RESORTS											
Room	Price Range	Credit/Check Accepted	Open	Meal Served	Happy Hours	Wheelchair Access On Site	Meeting Rooms	Telephone in Room	Internet Access	Other Amenities	Other Amenities
X = See ad on page											
236 Cedar B&B 236 Cedar St., Rockland, ME 04841 207-594-5356, 207-594-5353 (fax) www.innworkcenter.com, 236cedar@innworkcenter.com	1	1	\$65-100	YR	B			1	LM	I	LM

- Listing type Same as last year
- Bed & Breakfasts/Inns.....
 - Hotels • Motels • Resorts.....
 - Campgrounds.....
 - Weekly Vacation Rentals.....
 - Restaurants.....
 - Take-Out Restaurants.....
 - Cultural Attractions.....
 - Boat Trips • Outdoor Adventure.....
 - Windjammer Vacations.....
 - Marine Services.....
 - Wedding and Event Properties.....

Certain types of businesses can purchase a grid listing. Go to www.therealmaine.com/magazine for grid forms. Grid listings are \$75 each and offer additional information about your business, placed in a prime locations. Complete a grid form for applicable category. If you choose not to have a grid listing, your **BASIC FREE BUSINESS LISTING** will be placed in the membership directory.

You must complete Step 1 with your business information if you choose NOT to have a grid listing.

Please choose your grid(s) →

Comments:

STEP 5 Cost and Payment Options

Free business listing	no charge
Display ad price	\$. _____
Grid listings @ \$75 each	+ _____
Optional enhanced listing (\$50 per 2 lines)	+ _____
Additional business categories listings (\$50 each)	+ _____
	Subtotal: \$ _____
Guaranteed ad placement (add 15% to display ad price)	+ _____
10% late fee surcharge (for ad contracts submitted after Oct. 31, 2009)	+ _____
Less 5% prepay discount (if paid in full by August 21, 2009)	- _____
	Subtotal: \$ _____
Less deposit (if applicable. Please enter a MINUS Amount)	- _____
	BALANCE DUE: \$ _____

DISCLAIMER
The Penobscot Bay Regional Chamber of Commerce (PBRCC) shall in no event be liable for direct, indirect, special, incidental, contingent or consequential damages resulting from any errors or omissions in the publication described as the Penobscot Bay Regional Chamber of Commerce *Maine Discovery Coast Magazine*, including damage from loss of business or loss of goodwill. The aforementioned applies even if the PBRCC has been advised of the possibility of such damages. By signing this agreement, I agree that the PBRCC shall have no liability arising out of the contract for negligence or for errors or omissions, in excess of the cost of my ad. Any written or oral information or advice given by the PBRCC will in no way increase the scope of this warranty, nor may I rely on such oral or written communication. The laws of the State of Maine shall govern this agreement.

STEP 6 Payment Information Due October 31, 2009

We accept checks, Visa, MasterCard, Discover and American Express. Make checks payable to: Penobscot Bay Regional Chamber of Commerce

- Bill me. 2010 *Maine Discovery Coast* advertising. Payment due 10/31/09
- I will pay by check. (enclosed) Check # _____ Amt. \$ _____
- I will pay by credit card
 - Visa MasterCard Discover American Express

Business Name & Billing Address: _____

Exp Date: _____ Cardholder Name: _____
 Card Number: _____
 Security Code: _____

Chamber Comments:

Billed Date Billed: _____