

# Marketing Opportunities Guide



**Leading the growth and sustainability of Maine's tourism businesses**

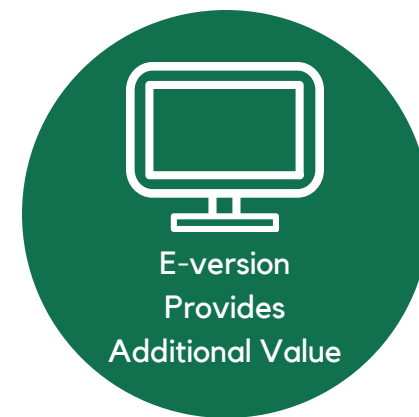




# MAINE INVITES YOU



Maine Invites You is the official fulfillment piece for the Maine Office of Tourism (MOT) and is published by Maine Tourism Association. This is the largest statewide publication that gets in the hands of potential Maine visitors with a circulation of 300,000 distributed primarily outside of Maine. Maine Invites You is a great way for your business to be found by potential visitors that want to learn more about Maine. Marketing in Maine Invites You is the ideal way to promote your business and help make your community/region an attractive destination.



## 100% DISTRIBUTION EACH AND EVERY YEAR!

# OFFICIAL STATE HIGHWAY MAP

The Official State Highway Map is a great opportunity to reach travelers both before and once they arrive! Anyone who requests visitor information from us is sent a copy of the Highway Map with the Maine Invites You Travel Planner. These maps are also available in our 7 State Visitor Information Centers.



CIRCULATION:  
**400,000**

PUBLICATION DATE:  
**JANUARY**

FOOT TRAFFIC TO VISITOR  
CENTERS:  
**500,000**



## DISTRIBUTION ACROSS U.S., CANADA & EUROPE

### AD RATES (Rates are subject to change)

#### FRONT OF MAP

top & bottom banner....\$2,200  
horizontal.....\$1,775  
vertical.....\$1,320

#### BACK OF MAP

back cover.....\$5,500  
inside panels.....\$2,200  
vertical.....\$825

#### BACK OF MAP

horizontal.....\$700  
basic unit listing.....\$475  
additional locations.....\$300

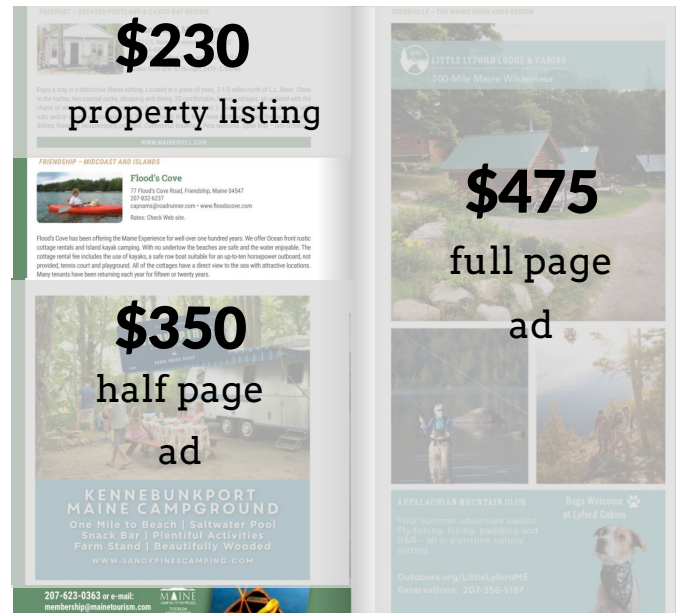


# GUIDE TO INNS AND BED & BREAKFASTS AND CAMPS & COTTAGES

As a member of Maine Tourism Association, one great benefit of membership is very cost effective advertising in the Guide to Inns and Bed & Breakfasts and Camps & Cottages. It is a great way to highlight your business for as little as \$230! Premium ads are on a first come basis and all of the advertising in this map is available only to Maine Tourism Association members.



## Ad Rates:



Inside front cover.....\$625  
 Prime pages.....\$525

**DISTRIBUTED ACROSS NEW ENGLAND AT** Airports  
 Attractions  
 Train Stations  
 Rest Stops/Visitor Center's  
 Retail Tourism Locations

**CIRCULATION**  
50,000

**MEMORIAL DAY LAUNCH**

**DIGITAL VERSION**



# ATTRACTIONS AND SERVICES MAP

As a member of Maine Tourism Association, one great benefit of membership is very cost effective advertising in the Attractions and Services Map. It is a great way to highlight your business for as little as \$220! Premium ads are on a first come basis and all of the advertising in this map is available **only** to Maine Tourism Association members.

**100,000**  
Circulation



**Memorial Day  
Launch**

## AD RATES (Rates are subject to change)

### FRONT OF MAP

top & bottom banner....\$1,420  
horizontal.....\$1,080  
vertical.....\$1,310

### BACK OF MAP

back cover panel.....\$2,850  
inside panels.....\$1,420  
back display.....\$825

### BACK OF MAP

basic unit listing.....\$220  
additional locations.....\$110

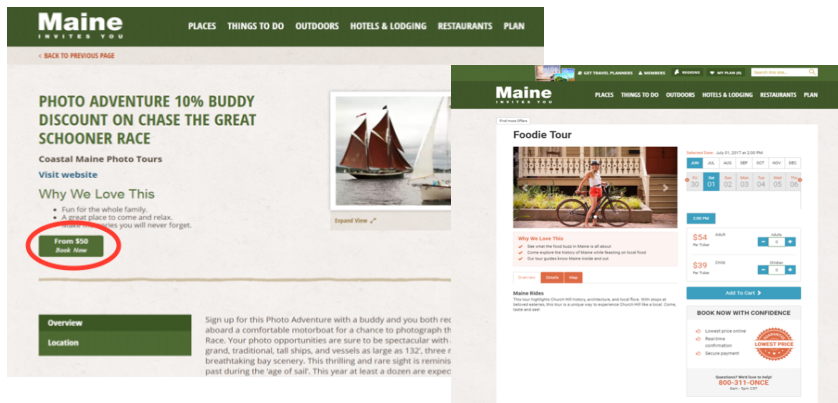
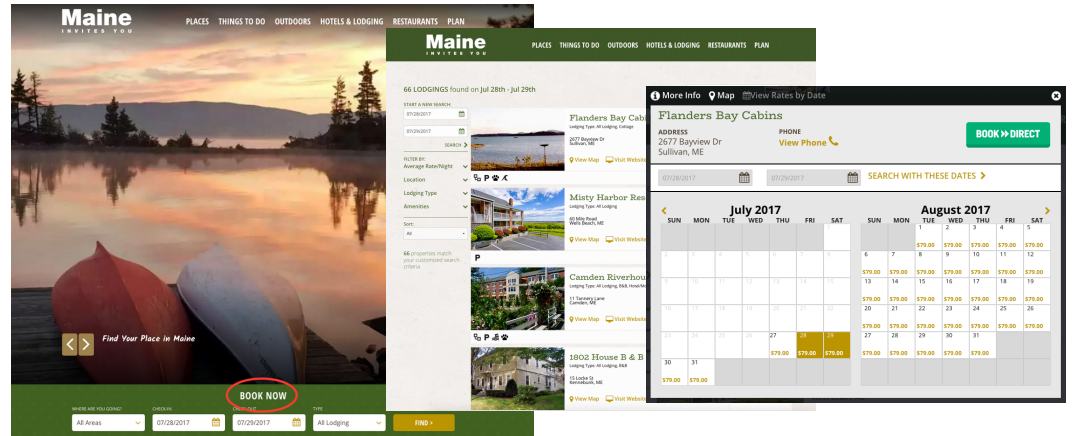
# DIGITAL OPPORTUNITIES

## ONLINE BOOKING

MTA has partnered with JackRabbit to include a booking system on our website which pulls rates and availability off of each participating property's current reservation system.

**\$50** / year

JackRabbit Booking Systems  
Contact: Tricia Cooke  
tcooke@mainetourism.com



## ONLINE TICKET RESERVATIONS

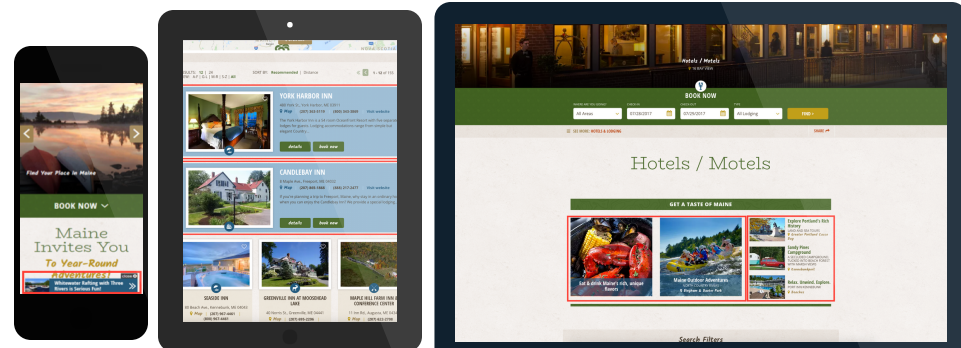
OnceThere uses your current reservation system to link your events to our website listing!

OnceThere  
Contact: Angie Philips  
angie@oncethere.com

## WEBSITE ADVERTISING

New digital advertising is optimized for all devices and provides advertising options for any sized business that will fit your budget and style.

Destination Travel Network (DTN)  
Contact: Lia Wik  
lwik@destinationtravelnetwork.com





# SOCIAL MEDIA



**@mainetourism**

**44k+**

**17.5k**

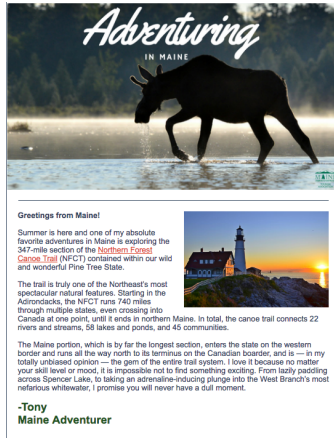
Likes on Facebook

Twitter Followers

**#maineinvitesyou**

We encourage all members to share their events and photos with us for a chance to be featured on our social media.

## VISITOR NEWSLETTER



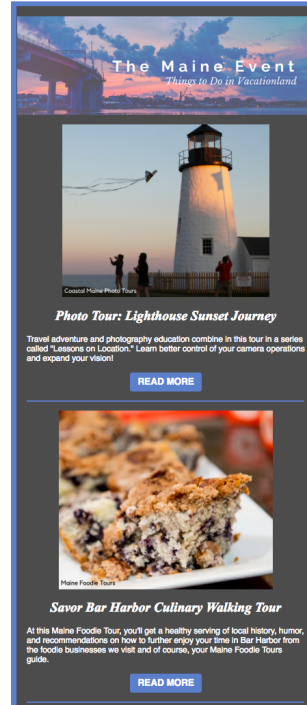
**Your ad here!**

This newsletter is sent once a month to our 80,000+ email list. This newsletter is a great opportunity for tourism businesses to promote themselves to people looking to come to Maine!

- \$300 /3 MONTHS**
- \$585 /6 MONTHS**
- \$875 /9 MONTHS**
- \$1,100 /12 MONTHS**

Coming Soon!

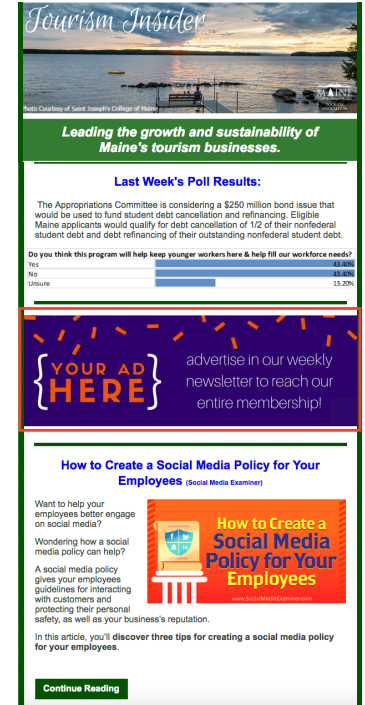
## EVENT NEWSLETTER



This newsletter is sent once a month to our 80,000+ tourist email list. It highlights member events and seasonally tourism businesses.

- \$300 /3 MONTHS**
- \$585 /6 MONTHS**
- \$875 /9 MONTHS**
- \$1,100 /12 MONTHS**

## TOURISM INSIDER NEWSLETTER



The Tourism Insider is sent to 1,800 industry professionals on a weekly basis. This is a great opportunity for service businesses to promote themselves to our membership!

- \$150 /3 MONTHS**
- \$285 /6 MONTHS**
- \$425 /9 MONTHS**
- \$550 /12 MONTHS**



# VISITOR INFORMATION CENTERS

Maine's state information centers are great places to stop, stretch, and browse a wealth of brochures on Maine travel destinations. These centers are conveniently located for travelers at specific crossroads and entry points around the state of Maine. Our information centers are staffed with travel counselors to help answer questions and enhance the Maine experience. The 7 Visitor Information Centers receive a **half a million visitors each year**, providing you with the best audience to showcase your business!

## VIDEOS

Videos are available in Yarmouth, Kittery and Hampden North. There is an option for 1 - 3 minute long video or 3 - 1 minute long videos that will play on loop in the centers.



\$300/year

## FLOOR DISPLAY

The floor display exhibits are an illuminated free-standing unit with space for brochures. Exhibits are based on availability.



\$350 - \$1,200/year

## WALL DISPLAY

Wall displays are illuminated unit on a wall in our visitor centers. Wall displays are based on availability.



\$350 - \$750/year

## ENHANCED KIOSK

Our enhanced kiosk is available to visitors 24/7 in our Kittery, Yarmouth, and Hampden North centers, allowing for access to member information at all times.



\$60/year

## BROCHURE DISPLAY RATES

All Seven Visitor Centers: \$135/year

(Rates are subject to change)

Yarmouth \$20  
Calais \$15

Kittery \$40  
Fryeburg \$15  
Houlton \$15

Hampden North \$15  
Hampden South \$15



TOURISM  
ASSOCIATION

**327 Water Street  
Hallowell, ME 04347**

**Please direct inquiries to Tricia Cooke:**

**[tcooke@mainetourism.com](mailto:tcooke@mainetourism.com)**

**207.623.5644**