Marketing Opportunities Guide

Leading the growth and sustainability of Maine's tourism businesses

Contact Tricia Cooke at tcooke@mainetourism.com
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!

MAINETOURISM.COM

Contact Tricia Cooke at tcooke@mainetourism.com
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
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:

- $230 property listing
- $350 half page ad
- $475 full page ad

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

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

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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

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ONTINE 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: Paige Green
paige@onceshere.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
@mainetourism

51k+ Likes on Facebook

18k+ 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.

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DIGITAL OPPORTUNITIES

ADVENTURING IN MAINE

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

MAINE NEWSLETTER

Start Planning Your Trip to Maine!

This newsletter is sent once a month to our 80,000+ visitor email list. It highlights things to do, places to see and things to eat across Maine!

$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

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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. These information centers are staffed with travel counselors to help answer questions and enhance the Maine experience. The 7 State 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

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yarmouth</td>
<td>$20</td>
</tr>
<tr>
<td>Calais</td>
<td>$15</td>
</tr>
<tr>
<td>Kittery</td>
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<tr>
<td>Houlton</td>
<td>$15</td>
</tr>
<tr>
<td>Hampden North</td>
<td>$15</td>
</tr>
<tr>
<td>Hampden South</td>
<td>$15</td>
</tr>
</tbody>
</table>

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Contact Tricia Cooke at tcooke@mainetourism.com
327 Water Street
Hallowell, ME 04347

Please direct inquiries to Tricia Cooke:
tcooke@mainetourism.com
207.623.5644