

Mainers

Real Stories from Real Maine People

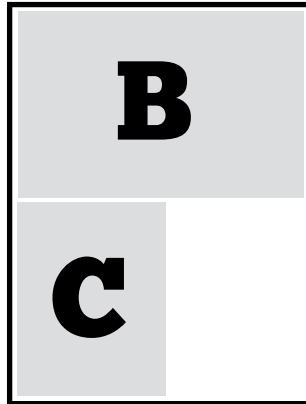
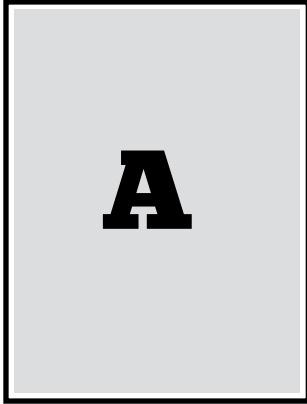
2017 Media Kit



+ real stories from
**Real Maine
People** visit us at
www.mainers.me

Ad Specs

Specific dimensions



A FULL PAGE

8 1/2" w x 11" h

B HALF PAGE

7 1/4" w x 4 3/4" h

C QUARTER PAGE

3 5/8" w x 4 3/4" h

TIPS AND RECOMMENDATIONS

Images

- Use high resolution images. 300 DPI is recommended.
- RGB and LAB color are unacceptable.
- Images should not have ICC profiles embedded.
- Avoid scaling images. If you must, do not scale below 50% or above 110%.
- Total Area Coverage should not exceed 300%.
- Avoid using JPEG images.

Fonts

- Always embed all fonts.
- Do not allow font substitutions.
- Do not use True Type fonts.

Colors

- Only use CMYK colors; convert spot colors to process.

Layout

- Build documents in Portrait mode without scaling or rotation.
- Remember, when bleed is required, provide 1/8 inch beyond the trim area.
- Do not allow marks to encroach upon the trim or bleed areas.

Transparency

- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.

File Submission

Submitting your ad

Please email ad files to: info@mainers.me or go to www.mainers.me/success

Please include your business name in the subject line.

Please upload files larger than 10MB to our Dropbox location at:

<https://www.dropbox.com/request/c1tsde0Ib4ymim5Ckmb?oref=e>

In Every Issue

Highlighted articles



Mainers Magazine

—whats-inside?—

The Mainer in ME

Questions & Answers
from the featured Mainer

My Hometown

Featuring a Maine town -
history, places to eat,
things to see and more...

The Maine Dish

Restaurant review -
10 category checklist

Quark

Wicked Healthy

Article on healthy
eating, staying fit, or
brain health

Maine News

A news brief from the
past month

In the Community

A list of all the upcoming
events for that month

Rate Card

Prices packages

4-COLOR	1-4x	5-9x	10x
FULL PAGE	\$280	\$240	\$200
HALF PAGE	\$190	\$160	\$130
QUARTER PAGE	\$170	\$145	\$115

Rates are subject to change.

Please visit www.mainers.me/advertise for current rates.

Fine Print

Yes, let's get the legal stuff out of the way

Advertising Standards:

The publisher reserves the right to correct or reject any advertising material submitted for publication. Words such as "advertisement" will be placed on ad copy that, in the publisher's opinion, resembles editorial matter. If the publisher determines the material provided is unacceptable, the publisher reserves the right to run the most recent ad. The publisher reserves the right to decline or reject any advertisement for any reason, at any time, without liability, even though previously acknowledged or accepted. Only actual publication of an advertisement constitutes its acceptance, but does not constitute any agreement for continued publication in any form, regardless of any prior agreements.

Advertising Responsibility:

The publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to or when material is not received by deadline. If materials require alterations to meet advertising specifications, the publisher reserves the right to charge for alteration costs.

Billing:

Payment for advertising is due at the start of the contract unless credit terms are approved in writing prior to that date. Failure by an advertiser to pay promptly may result in non-publication of its advertisement thereafter.

Positioning:

Ad placement is at the discretion of the publisher and cannot be guaranteed unless otherwise specified on contract.

Disclaimer:

The opinions given in this magazine are those of our editors and writers. No establishment is ever covered in this magazine because it has been advertised, and no payment ever influences our stories and reviews.

Mainers Magazine

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www.mainers.me

Full Page
8.5" x 11"

Half Page
7.5" x 4.75"

Quarter Page

3.625" x 4.75"



Mainers

Digital Magazine

Includes

Featuring:

- Extensive rich and creative content
- Compatible on all devices
- 95% of audience from Maine

More Information at:
mainers.me/advertise