

With a circulation of 400,000 this publication starts working for your business as soon as the New Year begins!



CONTACT

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Dear Tourism Partner,

Over the past 50 years, through a number of economic downturns, both severe and mild, there has been one constant: those organizations that continue to aggressively market are always way ahead of their competition when the economy strengthens. With the nation's economy expected to be in high gear by early 2011, now is the time to make your marketing plans to take advantage of that turnaround.

The *Official Maine Highway Map* is a key marketing tool to help you ride the coming economic wave. It boasts a circulation of 400,000, with a minimum of 200,000 copies accompanying *Maine Invites You* that are directly requested by potential visitors. The map is used at a number of trade shows that we attend and is offered to every chamber of commerce and CVB in our state. It is also handed out, free of charge, at all manned toll booths on the Maine Turnpike and the eight state visitor information centers. Mindful that everyone must keep a weather eye on their expenses, rates for this publication have not increased from the 2010 edition.

Again this year, we are making it even easier for you to reserve your space in the *Official Maine Highway Map* with an **on-line and secure contract form**: [https:// forms.mainetourism.com/ map](https://forms.mainetourism.com/map). No more printing out forms and then writing in your information. Just a few keystrokes, hit 'submit' and it's done! To get the latest rate information, including technical specs and deadlines, please **click here** or go to [http:// www.mainetourism.com/ assets/ mapratecard.pdf](http://www.mainetourism.com/assets/mapratecard.pdf).

The Maine Tourism Association is committed to promoting the growth of tourism throughout all of Maine. Our goals are consistent – offer the greatest exposure for the best value!

2011 OFFICIAL MAINE HIGHWAY MAP ADVERTISING RATES/REQUIREMENTS

On-line form: <https://forms.maintourism.com/map> • www.maintourism.com/assets/mapratecard.pdf

PREMIUM POSITIONS

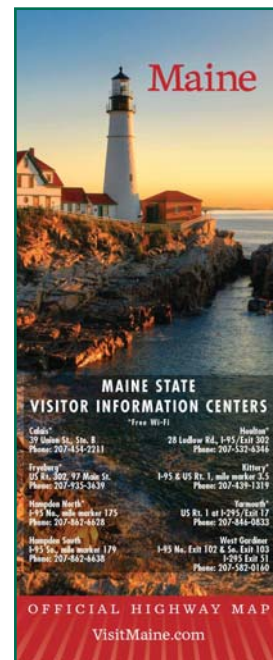
Advertisers in the premium positions must sign a contract and pay in full by August 13, 2010. Maine Tourism Association reserves the right to sell the space after August 13, 2010 to other interested parties.

BACK COVER PANEL	
4/c	\$ 5,450
INSIDE PANEL (LIMITED AVAILABILITY)	
4/c	\$ 2,180
TOP & BOTTOM BANNER	
4/c	\$ 2,180
MAP FRONT DISPLAY (LIMITED AVAILABILITY)	
4/c	\$ 1,740
MAP FRONT DISPLAY (LIMITED AVAILABILITY)	
4/c	\$ 1,295
MAP BACK DISPLAY (NEW)	
4/c	\$ 800
BASIC UNIT	\$ 465
ADDITIONAL LISTINGS/LOCATIONS ..	\$ 295

MECHANICAL REQUIREMENTS FOR PREMIUM POSITIONS

ELECTRONIC FILES

- High-res PDF file: **PDF/X-1a:2001** (See page 2 for specifications)
- Applications: **Macintosh** InDesign vCS2, QuarkXPress v8 (or earlier), Any graphics files created in Adobe Photoshop vCS3 or earlier, Illustrator vCS3 or earlier, and saved in TIFF or EPS format only. Include native application versions of all EPS files.
- **Grayscale or CMYK color images** should be scanned at 266–300 DPI and within 20% of the size used in the advertisement.
- **Line art**—1200 DPI at the same size or larger than the size used in ad.
- All screen fonts and Type 1 PostScript printer fonts (**no Multiple Master or TrueType, please**) including those used in graphics and EPS files.
- Do not use Pantone or spot colors in creating EPS image files—**CMYK** only. Must supply EPS or TIFF files for all pictures and graphics (no JPEGs or PICT).
- Files received that are created with Windows, we be converted, with their nearest Macintosh equivalents, **and no discounts will apply.**
- Ads may be submitted on a CD/DVD or emailed to dianeh@maintourism.com.
- A laser printout of the ad including all process color plates for two-color and four-color ads (**No Pantone plates**).
- A printout listing the files contained on the CD or DVD.
- A commercial-quality color proof for color ads is necessary to represent exact color expected on final printed job. Maine Tourism Association will not accept responsibility for color ads unaccompanied by a color proof. If proof is not provided, a DCP proof will be generated and \$50/per proof will be billed to the advertiser.



DEADLINE SEPTEMBER 3, 2010!

CIRCULATION

- 400,000 copies of the **Official Maine Highway Map** will be printed. Of that number, 200,000 maps will be fulfilled with copies of **Maine Invites You 2011**. It will be distributed at a number of trade shows and offered to every chamber of commerce and CVB in our state. The remainder will be given away free at the state visitor information centers operated by Maine Tourism Association and handed out, free of charge, at all manned toll booths on the Maine Turnpike. **Distribution begins in January 2011.**

DEADLINES, DISCOUNTS & DEPOSITS

- **Final** closing date for space reservations and ad copy for the **Official Maine Highway Map** is **September 3, 2010**.
- **Payment in full** is required for all ads and must accompany the **signed contract** or **insertion order** and must be received by **September 3, 2010**.
- **Established advertising agencies supplying materials for panel/banner ads as required by Maine Tourism Association will be entitled to a 15% discount provided payment in full is received by September 3, 2010, and no prior balance exists from the agency or client. All discounts will be rescinded if payment in full is not received by September 3, 2010.**
- **Basic Unit 50-word listings are not eligible for the 15% discount.** Maine Tourism Association will typeset the 50-word listings.
- A 5% discount is available to all advertisers who **pay in full** by **September 3, 2010**.
- **Cancellation Policy:** Signed contract must be cancelled in writing within three business days prior to deadline date.

ADVERTISING POLICIES

- All advertising is subject to Maine Tourism Association approval. Advertiser agrees to indemnify and protect Maine Tourism Association from any claims or suits based on the subject matter of advertisements.
- Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing date. If no previous insertion, client is liable for cost of contracted space not used and space will be allocated at the discretion of Maine Tourism Association.
- In compliance with existing state laws, we cannot include any advertising that could be interpreted as discriminatory.

MAILING/SHIPPING

Publications Department
Maine Tourism Association
327 Water Street, Hallowell, Maine 04347-1341

CONTACT

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PUBLISHED BY

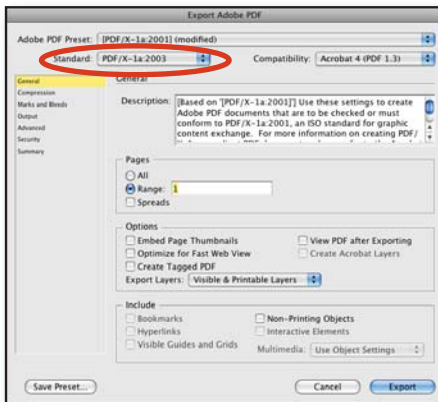
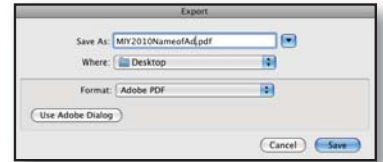
Maine Tourism Association, a non-profit membership organization for the promotion of tourism to Maine. Chief Executive Officer: Vaughn Stinson, CTC



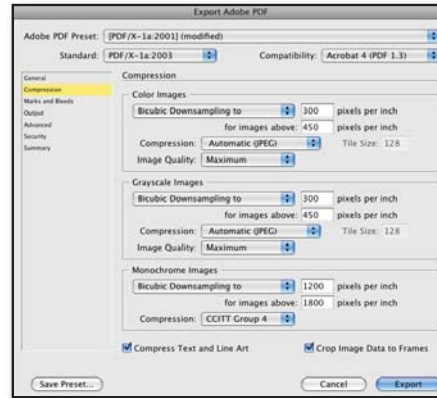
FILE EXPORTING TO PDF

How to create a PDF/X-1a Directly Exported from InDesign CS2 & CS3

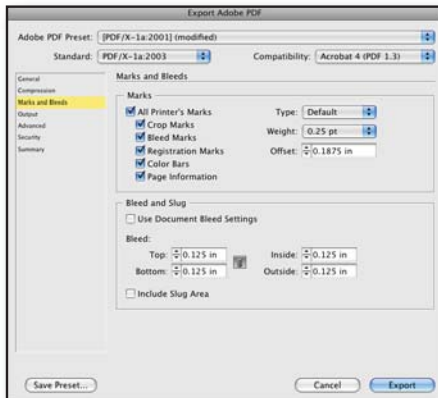
To export a PDF/x-1a, go to: File>Export. Name the file and select PDF as the output type. Maine Tourism Association uses the standard PDF/X-1a:2003 preset, plus the addition of marks and bleeds. Please follow the screenshots below to make sure your settings match ours.



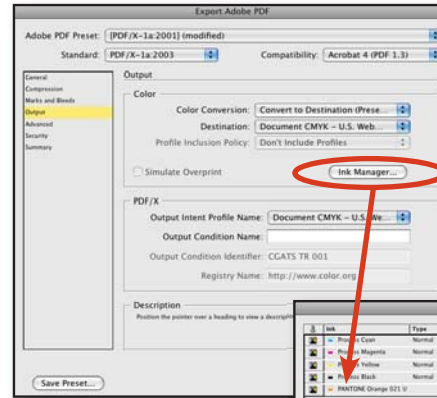
General: Select "[PDF/X-1a:2001]" from the Adobe PDF Presets. Select "[PDF/X-1a:2003]" from the Standard menu (when selected, the top box will change to "modified").



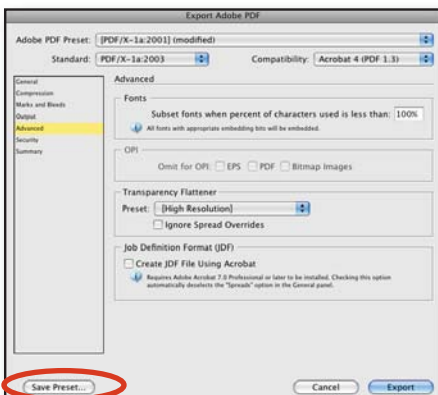
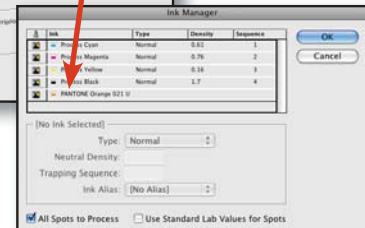
Compression: Select "Bicubic Downsampling to" for each entry. For color and grayscale images, the pixels should be 300 and 450 per inch. Compression: Automatic (JPG) and the Image Quality "Maximum". For Monochrome Images, the pixels should be 1200 and 1800 per inch. Compression: CCITT Group 4. Check both boxes at the bottom.



For Full Page Ads – Marks and Bleeds: Select "All Printer's Marks" and set the "Offset" to 0.166 inch. Adjust bleed to 0.125 inch on all sides.



Output: Leave color settings as is. Check "Ink Manager..." to make sure there are no unnecessary spot colors. If found, either click "All Spots to Process" or convert colors in the swatches palette.



Advanced: Leave settings as is. Select "High Resolution" Transparency Flattening.

If desired, select "Save Preset..." so it's readily available from the Preset dropdown menu for future exports.

2011 OFFICIAL MAINE HIGHWAY MAP ADVERTISING CONTRACT

On-line form: <https://forms.maine tourism.com/map> • www.maine tourism.com/assets/mapratecard.pdf

AD SIZES AND SPECIFICATIONS

- Back Cover Panel** (size: 3 ³/₄" wide x 9" high) (four-color) \$5,450
- Inside Panel** (size: 3 ³/₄" wide x 9" high) (four-color) \$2,180
- Top Banner** (size: 22" wide x 1 ¹/₂" high) (four-color) \$2,180
- Bottom Banner** (size: 22" wide x 1 ¹/₂" high) (four-color) \$2,180
- Map Front Display** (size: 4" wide x 3 ⁷/₈" high) (four-color) \$1,740
- Map Front Display** (size: 2 ³/₄" wide x 4" high) (four-color) \$1,295
- Map Back Display** (size: 3" wide x 4 ¹/₄" high) (four-color) **NEW** \$800

- Basic Unit** \$465

A 50-word description of your business which appears on the back of the map listed under the appropriate town or city. The business name and appropriate symbol appear on the map at the business' location. The name of your business (in bold) at the beginning of your ad will be set free of charge. All other words count in the word total of your ad. Count every word. PO Box XX would be counted as two words. Do not count punctuation or initials preceding a name. Abbreviations count as one word. Phone numbers equal one word each. E-mail and Web site addresses count as one word each.

Basic Unit 50-word listings are not eligible for the 15% discount. Maine Tourism Association will typeset the 50-word listings.

- Additional Listings/Locations** \$295

Multiple site businesses or group ownership businesses wishing to have additional listings with or without the same name may purchase additional listings. The business name and all appropriate symbols will appear on the map front at the proper location.

A 5% discount is available to all advertisers who pay in full by **September 3, 2010**.

Established advertising agencies supplying materials for **panel/banner ads** as required by Maine Tourism Association will be entitled to a 15% discount provided ad is **paid in full by September 3, 2010**, and no prior balance exists from the agency or the client. All discounts will be rescinded if payment in full is not received by **September 3, 2010**.

Cancellation Policy: Signed contract must be cancelled in writing within 3 business days prior to deadline date.

ADVERTISING COSTS

Cost of ad: _____

Less 15% advertising agency discount: (if applicable) _____

Subtotal: _____

Less 5% pre-pay discount: (if applicable) _____
(only on payments in full with this contract)

FINAL AMOUNT DUE

DEADLINE SEPTEMBER 3, 2010

Date: _____

Company: _____

Contact: _____

Billing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Signature (mandatory) _____

Signature is mandatory and acknowledges acceptance of all conditions on this contract.

GENERAL CONDITIONS

- All advertisements are subject to acceptance by Maine Tourism Association.
- Maine Tourism Association reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Maine Tourism Association and/or for claims arising from contents of advertisements.
- Maine Tourism Association shall not be liable for any costs for damages if for any reason it fails to publish an advertisement.
- Maine Tourism Association is not responsible for insertion of incorrect information.
- Advertising materials must be submitted in a form specified under Mechanical Requirements. All ads must be accompanied by the required proof. Errors occurring because provided materials or proofs fail to meet Mechanical Requirements shall not entitle an advertiser to an adjustment or refund.
- No conditions other than those set forth in this rate sheet shall bind Maine Tourism Association unless specifically agreed to in writing by Maine Tourism Association. Maine Tourism Association will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate sheet.

ADVERTISING POLICIES

- All advertising is subject to Maine Tourism Association approval. Advertiser agrees to indemnify and protect Maine Tourism Association from any claims or suits based on the subject matter of advertisements.
- Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing date. If no previous insertion, client is liable for cost of contracted space not used and space will be allocated at the discretion of Maine Tourism Association.
- In compliance with existing state laws, we cannot include any advertising that could be interpreted as discriminatory.

PAYMENT

Please return this form with payment no later than **September 3, 2010** to:

Maine Tourism Association, 327 Water Street • Hallowell, Maine 04347-1341

Tel: 207-623-0363 ext. 107 • Fax: 207-623-0388 • Toll Free: 800-767-8709 ext. 107

- Check enclosed (payable to: Maine Tourism Association)

- MasterCard VISA Discover AMEX

Account# _____

Expiration Date _____ VCode _____ (last 3 digits on signature line)

Cardholder Address _____

Town, State, Zip _____

Authorized Signature (mandatory) _____

Signature is mandatory and acknowledges acceptance of all conditions on this contract.

Agency: _____

Contact: _____

Billing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Agent Signature (mandatory) _____

Signature is mandatory and acknowledges acceptance of all conditions on this contract.

2011 OFFICIAL MAINE HIGHWAY MAP DESCRIPTION

On-line form: <https://forms.maine tourism.com/map> • www.maine tourism.com/assets/mapratecard.pdf

List my business under the following category. (If purchasing additional listings, please note your primary and secondary categories.)

- | | | |
|--|---|---|
| <input type="checkbox"/> Amusements
<input type="checkbox"/> Arts & Crafts Galleries
<input type="checkbox"/> Bed & Breakfasts
<input type="checkbox"/> Boating Services
<input type="checkbox"/> Campgrounds
<input type="checkbox"/> Country Inns
<input type="checkbox"/> Cruise, Tours & Ferry Lines
<input type="checkbox"/> Deep Sea Fishing
<input type="checkbox"/> Distillery
<input type="checkbox"/> Factory Outlets
<input type="checkbox"/> Fairs & Festivals | <input type="checkbox"/> Gardens
<input type="checkbox"/> Golf Courses
<input type="checkbox"/> Guide Services
<input type="checkbox"/> Housekeeping Cottages
<input type="checkbox"/> Lodging
<input type="checkbox"/> Museums
<input type="checkbox"/> Outfitters
<input type="checkbox"/> Points of Interest
<input type="checkbox"/> Railroad Excursions
<input type="checkbox"/> Real Estate
<input type="checkbox"/> Regional Information | <input type="checkbox"/> Resorts
<input type="checkbox"/> Restaurants
<input type="checkbox"/> Shopping
<input type="checkbox"/> Ski Areas
<input type="checkbox"/> Snowmobiling
<input type="checkbox"/> Specialty Stores
<input type="checkbox"/> Sporting Camps
<input type="checkbox"/> Whitewater Rafting
<input type="checkbox"/> Windjammer Cruises
<input type="checkbox"/> Wineries
<input type="checkbox"/> Other _____ |
|--|---|---|

LOCATION

List my business under the following city or town. (If purchasing additional locations, please note your primary and secondary locations.)

BUSINESS NAME

In the space below, print your business name as you want it to appear on the map.

DESCRIPTION

A 50-word description of your business which appears on the back of the map listed under the appropriate town or city. The business name and appropriate symbol appear on the map at the business' location. **The name of your business (in bold) at the beginning of your ad will be set free of charge. All other words count in the word total of your ad. Count every word. PO Box XX would be counted as two words. Do not count punctuation or initials preceding a name. Abbreviations count as one word. Phone numbers equal one word each. E-mail and Web site addresses count as one word each.** Remember, vacationers and travelers will be reading this so sell your services. Be sure to include brief directions, dates and hours you are open, credit cards you accept, mailing address (if desired), telephone number, e-mail and Web site address.

				5
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				45
				50

Repeat 2010 *Official Maine Highway Map* advertisement-No Changes