

MAINE TOWNSMAN ADVERTISING

ADDED VALUE!

A full PDF version of the Maine Townsman now available on the MMA Website every month at NO additional cost.

STATS PER YEAR: MMA website averages 8,860,036 hits per year / Townsman page averages 66,552 hits per year

STATS PER MONTH: MMA website averages 805,457 hits per month / Townsman page averages 6,050 hits per month



Advertise in the Maine Townsman

For more information or questions about advertising, please contact Jaime Clark at 207-623-8428 ext. 2298.

Please email print ready files to:
jlclark@memun.org

The **Maine Townsman**, the official publication of the Maine Municipal Association, a non-profit association of Maine's cities and towns, has a circulation of 4,400. It is the only publication which blankets the entire Maine municipal market. The magazine's subscribers include: mayors, councilors, selectmen, city and town managers, road commissioners and public works directors, assessors, clerks, and finance directors. A circulation breakdown is available upon request.

Acceptance of Advertising: All advertisements are subject to the approval of the publisher. The publisher reserves the right to place the word "advertisement" with advertising copy which, in the opinion of the publisher, resembles editorial matter. Responsibility for claims and actions based on advertising content is borne by the advertiser.

Issuance and Closing Dates: Published monthly, except in September (the August-September issues are combined). Issued on the 14th of the month. **Closing date for advertising copy — Last day of previous publication month (e.g.: deadline for April edition is March 31st);** if proofs are required, 10 days earlier. If no new ad copy is supplied by deadline, we will reprint last ad published.

Advertising Material: The MAINE TOWNSMAN body is printed on 60 lb. uncoated, recycled paper and the cover is printed on 100# Matte Finish Text, using the offset printing process with saddle stitched binding. Ad copy should be provided as electronic files. Electronic files can be put on disk and mailed to the editor/or graphic designer or sent via email to: jlclark@memun.org. The preferred electronic file format is PDF. A PDF may not be suitable for ads with photographs. Contact the graphic designer before emailing an electronic file of an ad. Rough copy ads may require additional charges.



Maine Municipal Association
60 Community Drive
Augusta, ME 04330

1-800-452-8786
207-623-8428
www.memun.org

PRINTING SPECIFICATIONS

1. PDF format - *****Grayscale** or ****CMYK** color mode at 600 dpi resolution (text and lineart) and 300dpi resolution for ads with images embedded.
2. TIFF format - can be *****Grayscale** or ****CMYK** color mode at 300dpi resolution.
3. EPS format - Black & White, *****Grayscale** or ****CMYK** color mode at 300dpi resolution - all fonts converted into outlines and a copy of any images or art placed in the EPS file must be provided.
4. Please be sure to send a proof copy of ad showing appropriate color breaks if ad is in color.

Only Black & White (at 600dpi), Grayscale or CMYK (at 300dpi) color modes in ads with all fonts converted to outlines or embedded will be accepted.

All images in ad need to be AT LEAST 300dpi.

****No RGB color mode in ads will be accepted.**

*****If sending a black and white or grayscale ad with images in it -- PLEASE be sure all images are in GRAYSCALE color mode -- if not, your ad will not color separate correctly and will print incorrectly on press. (You will be asked to re-send your ad with images in the correct color mode for accurate output)**

Mechanical Requirements

Standard unit sizes:	Width inches	Depth inches
Full page	7 1/8	9 1/2
2/3 page horizontal	7 1/8	6 1/4
2/3 page vertical	4 5/8	9 1/2
1/2 page horizontal	7 1/8	4 5/8
1/2 page vertical	4 5/8	7 1/8
1/3 page horizontal	7 1/8	3 3/16
1/3 page vertical	2 1/4	9 1/2
	4 5/8	4 3/4
1/4 page horizontal	4 5/8	3 5/8
1/4 page vertical	2 1/4	7 9/16
1/6 page horizontal	4 5/8	2 1/2
1/6 page vertical	2 1/4	5 1/4
1/8 page horizontal	4 5/8	1 7/8
1/8 page vertical	2 1/4	3 7/8
Professional card	2 1/4	1 1/4

Column Dimensions: Three columns per page.

Single column width:	2 1/4" (13 1/2 picas)
Double column width:	4 5/8" (28 picas)
Column depth:	9 1/2" (57 picas)

Bleed page:	8 1/2 wide x 11 deep
Trim page:	8 1/2 wide x 11 deep
Line page:	7 1/8 wide x 9 1/2 deep

ADVERTISING RATES

Rate Definition: Rates are based upon the total number of units of space used within 12 months. One page is the largest space unit. (**Please note:** The Aug-Sept issue is a combined issue. The Maine Townsman runs 11 issues per year)

Display Ads					
Size	1 time	3 times	6 times	9 times	11 times
Full page	\$433	\$411	\$388	\$367	\$345
2/3	325	308	292	273	259
1/2	259	246	233	220	207
1/3	174	164	156	147	139
1/4	142	134	128	120	113
1/6	109	103	97	91	87
1/8	86	82	76	71	68

(Each rate is per-insertion) **Above rates are for black & white ads only.**
See "color charges" section below for additional color charges.

Professional Directory: Professional cards sold on annual basis only. \$300 per year, paid in advance.

Classified: \$3 per line. Five line minimum. (Members and Municipalities receive a 50% discount)

Billing: Invoices and tearsheets will be sent to advertisers (except for Professional Directory advertisers), following each issue in which an advertisement is placed. Advertisers receive a complimentary copy for each issue advertised in. Advertisers will be short rated if within a 12-month period from the date of the first insertion they have had less than the number of insertions upon which their billings have been based. Advertisers will be rebated if within the 12-month period from the date of the first insertion they have used a sufficient number of insertions to warrant a lower rate per insertion.

Color Charges: Unspecified second color, \$100. Matched or specific color, \$150. Four-color process (CMYK), \$350.

Special Positions: Cover positions are available with rates upon request. All cover position advertisers must sign a 1-year commitment.

Miscellaneous

Subscription Price: Member - \$8.00 per year; Other - \$15 per year; Single copy - \$1.

Mailing Instructions: Advertising contracts, insertion orders, copy instructions, and material, all types, to: Maine Townsman, Maine Municipal Association, 60 Community Drive, Augusta, Maine 04330.

Tel: (207) 623-8428 **Fax:** (207) 626-5947

Website: www.memun.org

Personnel

Editor: Eric Conrad (econrad@memun.org)

Advertising/Graphic Design: Jaime G. Clark (jclark@memun.org)

Circulation Manager: Valarie Pomerleau (vpomerleau@memun.org)

EFFECTIVE DATE OF RATE CARD

January 1, 2012