

DISPLAY AD SIZES/PRICES:

Includes Merchant Write-Up/Photo, Map Placement & Basic Website Listing



Eighth Page

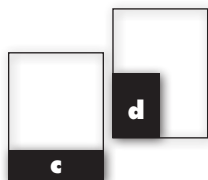
a - 1/8H 3 1/4" w X 2 1/4" h

B&W
\$350
Color
\$385

Quarter Page

c - 1/4H 6 3/4" w X 2 1/4" h
d - 1/4V 3 1/4" w X 4 5/8" h

B&W
\$650
Color
\$715



Third Page Strip

e - 2 1/8" w X 9 1/2" h

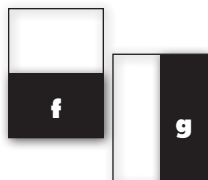
B&W
\$850
Color
\$935



Half Page

f - 1/2H 6 3/4" w X 4 5/8" h
g - 1/2V 3 1/4" w X 9 1/2" h

B&W
\$1200
Color
\$1320



Full Page

h - 6 3/4" w X 9 1/2" h

B&W
\$2200
Color
\$2420

GUARANTEED PLACEMENT

(Minimum Ad Size: 1/4 page)

PAGES 2, 3 OR INSIDE BACK — 15%

BACK COVER — 25%

WEBSITE PRICES:

BASIC LISTING – Includes same as magazine: your display ad, write-up and map placement all with clickable links to your business' website or e-mail address.....**FREE**

EXPANDED LISTING – Includes the above *plus* your own separate page with all the extra photos and information you would like.....**\$100/year**

WEBSITE DESIGN – We're happy to work with you to help you create your own website. We'll even host and manage it for you.....**Call for details**

Specifications...

WHAT TO INCLUDE FOR CAMERA READY ADS:

LAYOUT FILE

Supported Software:

- Adobe Acrobat (PDF)
- Adobe InDesign
- Adobe Pagemaker
- Adobe Photoshop
- Adobe Illustrator
- QuarkXPress

(No Microsoft Word documents)

SUPPORT FILES

(Logos, Scans, Images, etc.)

- All grayscale and color scans must be scanned at **300 dpi** and sized to within 10% of the final size used in layout.
- Line art scans should be supplied at **1200 dpi** and sized to within 10% of the final size to be used in layout.

FONTS

The font files (*Postscript and screen for Macs*) used within layout and graphics files.

PROOF

Composite laser printout of layout at 100%

Hardcopy ads are acceptable but will be reproduced at the quality provided.

ADS NOT CAMERA READY:

We can work with you to design an ad at no extra charge. We need scannable material, an idea of what you would like to include as text and a means of communicating proofs. Fax and email are preferable only to in-person proofing.

GETTING YOUR FILES TO US:

We can accept digital files on a wide variety of media including CD, DVD, Zip disk, floppy and even most memory cards (compact flash, memory stick, etc.)

Mail to: **P.O. Box 451, Bar Harbor, ME 04609**

e-mail:

For small digital file attachments such as ad copy (text files), small jpegs, and compressed files (under 20 megabytes): **mail@portocallme.com**

File names and e-mail subject line should be clear as to the advertiser name.

For those in need of transferring large files electronically, we offer direct connection to our ftp site. Please contact Aaron at **664-4466** for address and password.

DEADLINE FOR ALL ADVERTISING MATERIAL IS MAY 1st