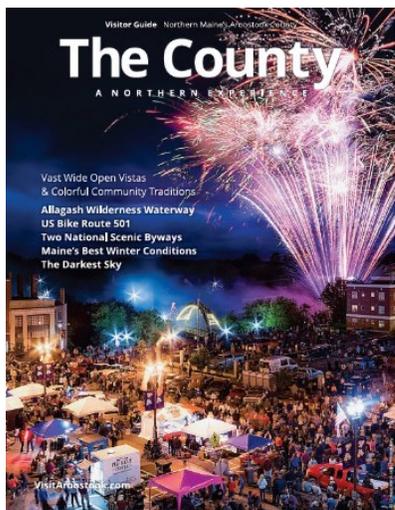




AROOSTOOK COUNTY TOURISM

Aroostook County Tourism Visitor's Guide

The official travel-planning resource for The County



One Publication for the Entire Year

Tourism print publications continue to be a highly sought-after tool for trip vacation planning and finding one's way around a destination.

- **14,000 printed copies** - Target your print tourism dollars on qualified readers interested in visiting The County and those who've begun researching their trip.
- **12,000 digital views** - A joo.mag version of this guidebook features a clickable link to your business' homepage.
- **70,000 website views** - Your advertisement displays a clickable ad on guide.visitaroostook.com

Strategic Nationwide Distribution.

With placement in Aroostook County hotels, attractions, and chambers as well as statewide at all Maine Visitor Information Centers, as well as four tradeshow and strategic partner distribution. Mailed nationwide throughout the year to all phone and website inquires.

FREE to visitors!

	Rate	Value
1/6-Page	\$100	\$100
Half-Page	\$300	\$300
Full-Page	\$600	\$600
Full Interior Cover	\$700	\$700
Full Back Cover	\$900	\$900
Website Ad	2023 Free	\$60
Digital Guidebook Ad	2023 Free	\$60

Aroostook County Tourism

Judy Dinsmore | jdinsmore@nmdc.org | 1-888-216-2463 | Caribou, Maine

Visitor's Guide

Advertising Material Requirements

- PDF files are strongly preferred.
- Do not include any crop or position marks.
- All images used within your advertisement must be owned or have written consent to be used in your advertisement.
- If ad is not supplied electronically by the deadline your advertisement will not run and you will not be billed for the advertisement placement.
- Line screen is 300, all photos within the ad should be at 100% or 300 DPI.
- Advertisements received in the wrong format or if changes are needed will be invoiced at \$60/hr.
- Aroostook County Tourism can help you create an advertisement for \$60/hour.

Advertising Timeline

Now accepting advertisers for the 2023 Aroostook County Tourism Visitor's Guide.

1. Reserve Space **Due May 15th, 2023**
2. Ad Copy **Due May 29th, 2023**
3. Invoices **Sent June 15th or after printing**

Advertising Sizes

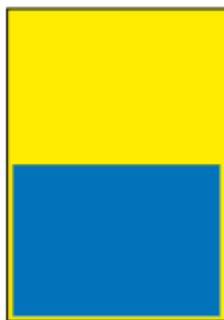
Digital Guidebook Ad: <https://joom.ag/EHzd>

Website Ad: <https://guide.visitaroostook.com/section/lodging/>

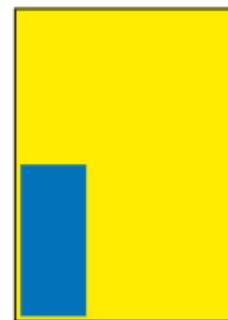
Full page advertisement
vertical 8.2"x 10.5"



Half page advertisement
horizontal 8.2"x 5.15"

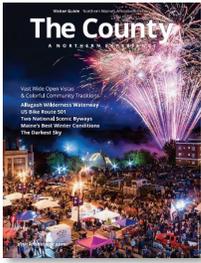


1/6th advertisement
vertical 2.6"x5.1"



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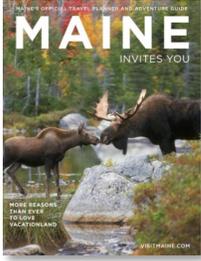


Regional Guidebook—The County

Reserve space by May 15th, 2023

Costs: \$100-\$900 annually [1/6th \$100, 1/2 \$300, full \$600]

Distribution: 14,000 printed



Maine Guidebook—Maine Invites You

Reserve space by May 15th, 2023

Costs: \$250-\$4,800 annually [1/24th \$250, 1/6th \$1,000, 1/2 \$2,400, full \$4,800]

Distribution: 300,000 printed



Email Marketing—Sponsored Content

Reserve space by the 2nd of the month for that months inclusion

Costs: \$200/two months

Distribution: 13,000 subscribers



Website—guide.visitaroostook.com

Reservation space is rolling and all ads display for 12 months

Costs: \$60 annually [1:1 ration <3”]

Distribution: 70,000 website visitors annually



Digital Guidebook—Joomag

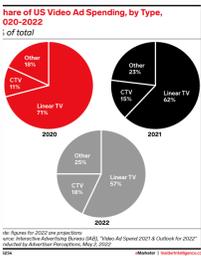
Reserve space by May 15th, 2023

Costs: available only to Regional Guidebook advertisers

Distribution: 22,000 digital impressions annually

Ad Share

Aroostook County Tourism may consider advertising options in conjunction with another organization or business. This is something that is evaluated on a case by case basis - **if you have an idea we can't wait to hear it!** The final decision of Aroostook County Tourism is based on the target market and how the opportunity aligns with the overall vision and current marketing plan of the organization. Not all opportunities are eligible or can be funded.



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Advertisement Reservation Form

Reserve now and you will be invoiced once the advertisement runs.

Name of Business/Organization: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Will email PDF Ad design to ACT: YES or NO ACT must design ad: YES or NO

Advertisement Type: _____

Short Description: _____

Total Costs: \$ _____

Size (if applicable): _____

Return this completed form by email to jdinsmore@nmdc.org or by mail to P.O Box 779 Caribou, Maine 04736

General Conditions

- All Advertisements are subject to acceptance of ACT.
- ACT reserves the right to hold advertisers and /or its advertising agency jointly and severally liable for such obligations that are due and payable to ACT and/or for claims arising from contents of Advertisements.
- ACT shall not be liable for any costs for damages if for any reason it fails to publish an advertisement.
- ACT is not responsible for insertion of incorrect source information.
- Advertisements will be placed on a first pay first served basis, while observing the full page ad requirements.

Thank you for considering advertising with Aroostook County Tourism! There is a lot more to ACT than paid ads and we can best promote your good work when we know more about you. Advertisements are just a small part of what we do as your Destination Marketing Organization (DMO) representing Maine's Aroostook County with the Maine Office of Tourism.

- We can teach your staff marketing tools such as social media management, branding, yelp listings.
- Frontline worker training is available to tourism and hospitality workers - for FREE!
- Elevate the profile of your business/organization with the Maine Office of Tourism's Public Relation Program—you could host journalists, influencers, and be included in stories!

Be sure your business enrolls in our Stakeholders Email Messages and attends the Aroostook County Tourism summit held each April. Together we can attract more visitors! #VisitAroostook

- *2023 Tourism Summit: Houlton Elks Club, April 11th 9:00 am—2pm*

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