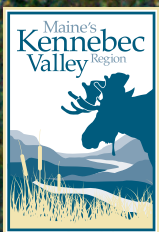


KENNEBEC VALLEY

Vacation Planner

2018 RATE CARD AND AD CONTRACT



FULLY REVISED FOR 2018

Advertise with the Kennebec Valley Tourism Council

Our Marketing Leads Visitors to Your Business

We keep our focus on the content: new stories, regular social media, and interesting blog posts. Events and things to do promoted year-round through high performing emails driving traffic to a website for more information and ongoing Explorer guide requests. Online ad campaigns, on sites like TripAdvisor and Pandora.com, focus on making a connection with potential new visitors and putting the guide into their hands

An Integrated Marketing Plan

Every activity in the Kennebec Valley Tourism Council's marketing strategy is designed to drive engagement. With a fully integrated plan, KVTC reaches potential visitors with consistent messaging through numerous marketing channels on a continual and ongoing basis.

Visitors are still reading and responding to print, and are turning to brochures, maps, and guides more and more for valuable information on planning a vacation. Meanwhile the differentiation between marketing messages and editorial content continues to fade.

Be part of our plan by placing your ad in the fully revised 2018 Vacation Planner.

Contact Matthew Kovacevich,
Sales Manager, KVTC at 207-400-4699
or mattk@kennebecvalley.org today!

PRINT

25,000 Copies Distributed

The Kennebec Valley's vacation planner is a widely distributed publication that touches on all there is to do and see in Maine's Kennebec Valley.

WEBSITE

1,500 Unique Visitors Monthly

Our continuously updated website is the perfect place for a business looking to reach potential visitors.

EMAIL

Emails Distributed to 10,000+ Highly Qualified Subscribers Monthly

We reach potential visitors creating excitement about the Kennebec Valley.

SOCIAL MEDIA

Maine's Kennebec Valley connects with 14,000+ followers who are interested in Maine and the region through its social media channels.

ONLINE ADS

Maine's Kennebec Valley reaches potential visitors through highly targeted banner ads on TripAdvisor, Pandora.com, Boston.com, and others.

How the fully revised 2018 Kennebec Valley Vacation Planner is marketed:

Print and Digital: Our FREE award-winning annual regional travel publication is also available on issuu.com, our website, and Facebook page.

Website: KennebecValley.org continues to grow with more content, search tools, and business and event listings to help reach potential visitors. **New in 2018**, the site will feature blog content written by in-region experts.

Social Media: Offering and sharing information, images and more on traveling in the region to 14,000+ followers across social media channels.

Travel & Trade Shows: Connect with visitors at six U.S. and Canadian Travel and Tourism shows, in addition to The Big E in Massachusetts and the Maine Camping and RV Show.

Where you'll find Maine's Kennebec Valley's Annual Vacation Planner

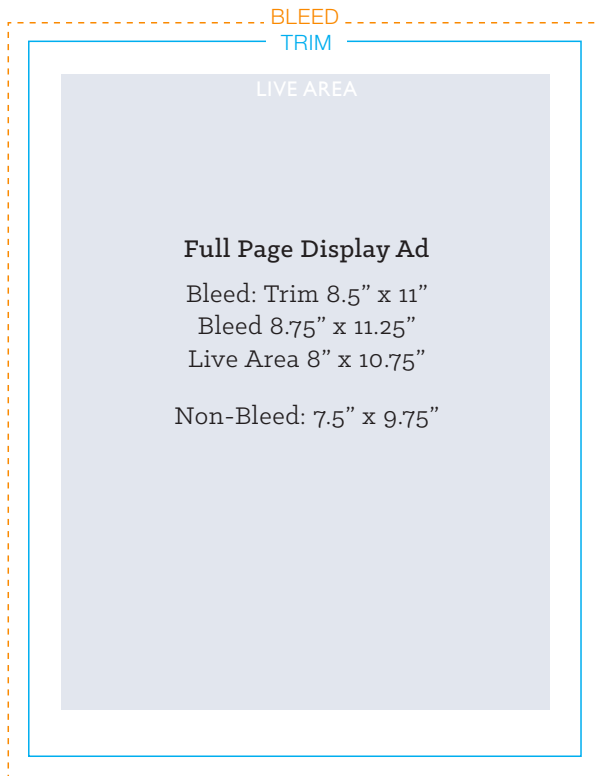
The 2018 Kennebec Valley Vacation Planner will be available on January 1, 2018

- In all Maine Visitor Information Centers, regional chambers and businesses, Portland Gateway Center, and throughout New England at prime targeted locations.
- Select mid-Atlantic locations in Pennsylvania and New Jersey.
- Tourism-focused events and festivals within the region
- Requests via web site for mail fulfillment, including highly-qualified MOT leads.
- Digitally on issuu.com, our website, our Facebook page, and the Maine Office of Tourism digital newsstand.
- In-region advertiser locations.

For more information call 207-400-4699 or email mattk@kennebecvalley.org.

Advertising Information & Specifications

Send all ad materials to ads@kennebecvalley.org



DISPLAY AD SPECIFICATIONS

Full Page Bleed – Trim: 8.5" x 11", Bleed: 8.75" x 11.25", Live Area: 8" x 10.75"

Full Page Non-Bleed – 7.5" x 9.75"

Half Page – 7.5" x 4.75"

Quarter Page – 3.625" x 4.75"

Eighth Page – 3.625" x 2.25"

PRODUCTION INSTRUCTIONS

ALL AD ART MUST BE SUPPLIED INDIVIDUALLY AS A PDF X/4:2008.

This will avoid any quality issues at printing caused by files containing transparencies and drop shadows. ALL NON-COMPLIANT ADS will be returned to the advertiser for correction.

ARTWORK SPECIFICATIONS

All images used in ads must be 300 dpi at 100% size. All fonts must be embedded. Line art must be 1200 dpi. Do not use spot colors and convert all RGB images to CMYK.

BLEED ADS MUST HAVE .125" BLEED ON ALL SIDES AND ANY LIVE MATERIAL MUST BE WITHIN THE .25" SAFETY.

ADVERTISING MATERIALS SUBMISSION

Submit files for production to ads@kennebecvalley.org; subject of email: advertiser name, KV Guide 2018

Files larger than 10MB: Send to ads@kennebecvalley.org using WeSendIt.com

NEED AN AD DESIGNED FOR YOU?

Design services are available for a fee. Prices vary by ad size or complexity. Contact mattk@kennebecvalley.org if you would like more information on this option.

KVTC and its agents are not responsible for the appearance of ads submitted that do not meet specifications. Fonts not supplied or embedded will be substituted. Any claims regarding advertisement content is wholly the advertisers liability. KVTC will make all reasonable efforts to contact advertisers if any production/quality issues arise.

