

500,000 locals & visitors will read **Out & About** this summer.

*It's a real bargain
to reach them.*

Who are these 500,000 people and how do they find **Out & About**?

Newspaper Readers - On May 24, June 28, July 26, and August 30, 150,000 readers will enjoy *Out & About* in their local newspapers, *The Ellsworth American*, Maine's largest weekly newspaper, and the *Mount Desert Islander*, the weekly newspaper covering Maine's favorite tourist destination.

Visitors - 530 outlets in Downeast Maine, including inns, B&Bs, motels, campgrounds, restaurants, retail business outlets and Chambers of Commerce in Ellsworth, Machias, Calais, Bucksport, Bar Harbor, Mount Desert and the Maritimes, offer *Out & About* free to visitors. These copies of *Out & About* deliver your advertising message to another 350,000 customers.



2019 Publication Schedule

Issue	Circulation Period	Ad Deadline
1	May 23 - June 26	April 24
2	June 27 - July 24	May 29
3	July 25 - August 28	June 26
4	August 29 - October 7	July 31

Order a Spec Ad today - IT'S FREE!



Advertising design is always free. Let us create an advertising campaign that will draw those 500,000 potential customers right to your door!



Mechanical Requirements • Page Unit Sizes (width x height)

Full Page 6 columns 10" x 12½"	Quarter Page 3 columns 4 ¹⁵ / ₁₆ " x 6½"	Half Page Vertical 3 columns 4 ¹⁵ / ₁₆ " x 12½"	One-sixteenth Page 2 columns 3 ³ / ₁₆ " x 2½"
Half Page Horizontal 6 columns 10" x 6½"	One-eighth Page 3 columns 4 ¹⁵ / ₁₆ " x 3¼"		

Costs Per Issue

Size	One issue	Two issues	Three issues	Four issues
Full page	\$2,850.00	\$2,730.00	\$2,600.00	\$2,475.00
Half page	\$1,480.00	\$1,415.00	\$1,340.00	\$1,270.00
Quarter page	\$760.00	\$725.00	\$685.00	\$650.00
Eighth page	\$410.00	\$395.00	\$375.00	\$350.00
Sixteenth page	\$220.00	\$210.00	\$200.00	\$180.00
Thirty-second page	\$127.50	\$122.50	\$117.50	\$112.50

Package Advertisers*
40%, 30%, 20%

Ala cart contracts*
10%

Prompt payment by check
2%

Prepayment by check
5%

*Businesses with a current advertising package or ala cart contract qualify for additional discounts off regular *Out & About* advertising rates. Call for more information.



Let us help you develop a campaign that works for your budget.

The Ellsworth
American.

Mount
Desert **Islander**

30 Water Street, Ellsworth, ME 04605
Tel. (207) 667-2576 • FAX (207) 667-3431
E-mail: tcarlisle@ellsworthamerican.com

10 Main Street, Bar Harbor, ME 04609
Tel. (207) 288-0556 • FAX (207) 288-0559
E-mail: jclark@mdislander.com