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

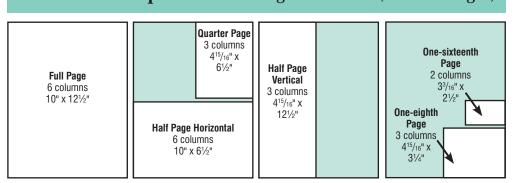
Order a Spec Ad today - IT'S FREE!



in downeast maine

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)



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



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.



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