



# Tourist News

**Pleasing readers and advertisers since 1958!**

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179 Cat Mousam Road, Kennebunk, ME 04043 • [www.touristnewsonline.com](http://www.touristnewsonline.com)

Tel: 207-985-2244 • Cell: 207-294-2244

E-mail: [touristnews@roadrunner.com](mailto:touristnews@roadrunner.com)

Judith Hansen, Publisher, Editor, Advertising Director

## **What is the Tourist News?**

Founded in 1958, the Tourist News is a three-season (April through November) arts and entertainment newspaper circulated throughout Maine's south coastal region. TN is privately owned and is not affiliated with any other newspaper or newspaper chain. It is produced in a home-office on Cat Mousam Road in Kennebunk. It has been owned and operated by Judith Hansen since 1992.

## **Who reads the Tourist News?**

Everyone! The Tourist News is not just for tourists. Year-round residents and seasonal residents, as well as area vacationers and transient visitors pick up the Tourist News to find out what's going throughout the region. See "Demographics" page for more information.

## **What's in the Tourist News?**

The Tourist News is packed with stories about events, galleries, businesses, people, points of interest and local history. Calendar pages includes things to do and places to go. Other pages help readers find shops, restaurants, galleries, museums, beaches, marinas, amusements and landmarks. Book reviews, puzzles and fine photography contribute to the appeal of Southern Maine's most popular seasonal publication.

## **How and where is the Tourist News delivered?**

The Tourist News is distributed free by a professional delivery service (Spofford News) at more than 450 locations in Portland, Saco, Biddeford, Old Orchard Beach, Kennebunkport, Cape Porpoise, Biddeford Pool, Kennebunk, Wells, Ogunquit, York, Kittery and Portsmouth, New Hampshire. Delivery sites include motels, inns, hotels, campgrounds, restaurants, galleries, museums, retail shops, convenience stores and supermarkets, chambers of commerce, visitor centers and Maine Tourism information centers. New delivery sites are always welcome. Call or e-mail us if you would like to be added to the list; please tell us how many copies you would like delivered and what months you are open.

## **How many copies are printed?**

Our summer circulation is 15,000 to 17,000 copies weekly. Spring and fall circulation is 12,000 to 14,000. For the annual Holiday issue, which goes to press the week before Thanksgiving, 21,000 copies are printed; distribution of that issue is spread out over a six-week period from mid-November through December.

## **Where and when is it printed?**

The Tourist News is printed by the Seacoast Media Group in Portsmouth, New Hampshire. TN goes to press at noon on Monday. Delivery begins on Monday evening and is completed by Wednesday morning. The issue date is always Thursday of that week.

## **What is the deadline for advertising?**

The ad deadline is TUESDAY, 12 NOON, 10 to 17 DAYS BEFORE EACH ISSUE DATE. Please see "Issue Dates & Ad Deadlines" for details.



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## 2017 Issue Dates & Ad Deadlines • 20 Issues

### SPRING – 3 ISSUES

ISSUE DATE	AD DEADLINE
April 13 – Easter (April 16), Patriot's Day (April 17) and Earth Day (April 22) issue	Tues., March 28
May 4 – May Day and Gardening Issue	Tues., April 18
<b>The Kennebunk May Day Celebration is Saturday, May 6) • Mother's Day is May 14</b>	
May 18 – The SEASON CALENDAR Issue with events from June to January	Tues., May 2
<b>Memorial Day is May 29</b>	

### SUMMER – 12 ISSUES

ISSUE DATE	AD DEADLINE
June 1 – Summer Theater and Summer Concert Issue	Tues., May 16
June 15 – The Boating Issue, featuring Launch (June 16-18) • Craft Show Schedule	Tues., May 30
June 29 – 4th of July Issue	Tues., June 13
July 6 – Secrets of the Sea ~ Marine Life Issue	Tues., June 20
July 13 – Blueberry Issue	Tues., July 27
July 20 – Open Farm Day Issue	MON., JULY 3
July 27 – Ice Cream issue	Tues., July 11
August 3 – Hiking and Biking Issue	Tues., July 18
August 10 – Lobster Issue	Tues., JULY 25
August 17 – It's a Dog's Life in Southern Maine	Tues., Aug. 1
August 24 – Early Fall Fairs & Festivals	Tues., Aug. 8
August 31 – Labor Day and Maine Lighthouse Issue	Tues., Aug. 15

**Labor Day is Sept. 4 • Maine Lighthouse Day is Sept. 10**

**Note: We do not publish Labor Day week. There is no September 7 issue.**

### FALL – 4 ISSUES

ISSUE DATE	AD DEADLINE
September 14 – Fall & Holiday Craft Fair Guide	Tues., Sept. 5
September 21 – Fall Festival Issue	Tues., Sept. 12
September 28 – Fall Festival Issue	Tues., Sept. 19
October 5 – Halloween Issue Columbus Day is Oct. 9	Tues., Sept. 26

### NOVEMBER 16 – HOLIDAY ISSUE TUES., OCTOBER 17

The Holiday Issue includes events throughout Maine's south coastal region from November 15 to January 1. Thanksgiving Day is November 23. Kennebunkport's Christmas Prelude is December 1–10. Ogunquit's Christmas by the Sea is December 9–10.

**THE AD DEADLINE IS 15 DAYS (OR MORE) BEFORE THE EACH ISSUE DATE.**

The Tourist News goes to press Monday afternoon. Issue dates are always Thursday.



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## 2017 Advertising Rates

### COLUMN INCH RATES

1 to 3.5 column inches @ \$15.50 per column inch

4 to 14 column inches @ \$15 per column inch

15 to 18 column inches @ \$13.75 per column inch

1/4 page - 21 column inches (5"x7") @ \$275.10 (\$13.10 per column inch)

1/2 page - 42 column inches (10"x7") @ \$535.50 (\$12.75 per column inch)

Full page - 84 column inches (10"x14") @ \$1008 (\$12 per column inch)

Process color is available on all pages; see color charges below.

**Column widths:** 1 col. - 1 5/8"    2 col. - 3 3/8"    3 col. - 5 "    4 col. - 6 7/8"

### Sample ad size and cost per issue:

2 columns wide (3 3/8) inches)

2 col. x 3 inches = 6 col. inches  
@ \$15 per col. inch = \$90/issue

3 inches (tall)

### Color Charges:

2 to 7 col. inches \$20

8 to 11 col. inches \$40

12 to 18 col. inches \$75

quarter page \$100 • half-page \$170 • full page \$250

**See color charge details on separate page.**

### Contract discounts available:

15 percent for contracts of at least 15 issues that are prepaid in full when contract is signed

10 percent for contracts totalling \$2000 or more, prepayment not required, bi-weekly billing

5 percent for contracts of at least 15 issues

**Please note: Discounts cannot be combined.**

### Electronic submission of ads:

When submitting ads electronically (as a PDF), make sure that color files are in CMYK mode and that all fonts are embedded in the PDF file. Send to: [touristnews@roadrunner.com](mailto:touristnews@roadrunner.com)

# Tourist News

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## Sample ad sizes and prices

2 columns wide x 2 inches tall =

**4 column inches**

@ \$15/col inch =

**\$60/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$20**

**\$80/ISSUE FOR A COLOR AD**

3 3/8 inches wide

3 columns wide x 2 inches tall =

**6 column inches**

@ \$15/col inch =

**\$90/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$20**

**\$110/ISSUE FOR A COLOR AD**

5 inches wide

1 column wide x

4 inches tall =

**4 column inches**

@ \$15/col inch

= **\$60/issue**

**for black & white**

**Color @ \$20**

**\$80/ISSUE  
FOR A COLOR AD**

1 5/8 inches wide

### Column widths

**1 col. = 1 5/8 inches**

**2 col. = 3 3/8 inches**

**3 col. = 5 inches**

**4 col. = 6 1/2 inches**

**6 col. = 10 inches**

2 columns wide x 5 inches tall =

**10 column inches**

@ \$15/col inch =

**\$150/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$40**

**\$190/ISSUE FOR A COLOR AD**

3 3/8 inches wide

2 columns wide x 3 inches tall =

**6 column inches**

@ \$15/col inch =

**\$90/issue for a black & white ad**

**Color @ \$20**

**\$110/ISSUE FOR A COLOR AD**

3 3/8 inches wide

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## Sample ad sizes and prices

3 columns wide x 4 inches tall =  
**12 column inches**  
@ \$15/col inch = **\$180/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$75**

**\$255/ISSUE FOR A COLOR AD**

5 inches wide

3 columns wide x 5 inches tall =  
**15 column inches**  
@ \$13.75/col inch = **\$206.25/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$75**

**\$281.25/ISSUE FOR A COLOR AD**

5 inches wide

1 column wide x  
5 inches tall =  
**5 column inches**  
@ \$15/col inch =  
**\$75/ISSUE  
FOR A BLACK &  
WHITE AD**  
**Color @ \$20**  
  
**\$95/ISSUE  
FOR A COLOR AD**

1 5/8 inches wide

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## Sample ad sizes and prices

3 columns wide x 3 inches tall =  
9 column inches  
@ \$15/col inch = **\$135/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$40**

**\$175/ISSUE FOR A COLOR AD**

5 inches wide

2 columns wide x 4 inches tall =  
8 column inches  
@ \$15/col inch =  
**\$120/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$40**

**\$160/ISSUE FOR A COLOR AD**

3 5/8 inches wide

### Column widths

1 col. = 1 5/8 inches

2 col. = 3 3/8 inches

3 col. = 5 inches

4 col. = 6 1/2 inches

6 col. = 10 inches

2 columns wide x 1.5 inches tall =  
3 column inches  
@ \$15/col inch =  
**\$46.50/ISSUE FOR A BLACK & WHITE AD**  
**Color @ \$20**

**\$66.50/ISSUE FOR A COLOR AD**

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## Sample ad sizes and prices

1/4 page

3 columns (5 inches) wide x 7 inches tall =

**21 column inches**

@ \$13.10/col inch = **\$275.10/ISSUE FOR A BLACK & WHITE AD**

**Color @ \$100**

**\$375.10 PER ISSUE FOR A 1/4 PAGE COLOR AD**

**7 inches tall**

**5 inches wide**

7 inches tall

1/2 page  
6 columns wide x 7 inches deep =  
42 column inches  
@ \$12.75/col inch = **\$535.50/ISSUE FOR A BLACK & WHITE AD**  
Color @ \$170

**\$705.50 PER ISSUE FOR A HALF-PAGE COLOR AD**

10 inches wide

A full page ad is 6 columns wide (10 inches wide)  
and 14 inches deep =  
84 column inches

@ \$12/col inch = **\$1008/ISSUE FOR A BLACK & WHITE AD**  
Color @ \$250

**\$1258 PER ISSUE FOR A FULL PAGE COLOR AD**



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## Contract Discounts Available

**Option 1.** 15 to 21 issues with contract paid in full by June 1 – **15% discount**

**Option 2.** 15 to 21 issues with contract paid in full by August 1 – **10% discount**  
(payment dates are June 1, July 1, and August 1)

**Option 3.** 15 to 21 issues with bi-weekly billing – **5% discount**

**Please note: Color charges are not discounted. Discounts cannot be combined.**

Ads (if fewer than 21) need not be consecutive and can span the entire publishing season. There are 21 issues from April 13 to November 16 (the Holiday Issue).

Ad insertions can be added to the contract, insertion dates changed and/or ads changed in size or color added at any time, provided that those changes are made in accordance with the ad deadline schedule. Additional ad charges (for larger ads or the addition of color) will be billed at your discounted contract rate.

The Tourist News mails invoices on a biweekly basis or in accordance with your contract payment schedule. **PAYMENT IS DUE IN 10 DAYS.** We reserve the right to eliminate contract discounts if contract payments are not received in a timely manner. A 5% charge **WILL BE** added to bills not paid within 30 days of invoice date.

The Tourist News accepts most credit cards. There is a 2% convenience fee for this service.



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## Circulation & Demographics

### **Circulation (number of copies printed)**

Spring and Fall Issues – 12,000 to 14,000 copies per issue

Summer Issues – 15,000 to 17,000

Holiday Issue – 21,000

### **Delivery Locations**

We have more than 450 delivery sites in 12 towns. The approximate number of sites, per town, is as follows:

Portsmouth, New Hampshire – 5

Kittery – 5

York – 40

Ogunquit – 65

Wells – 85

Sanford/Springvale - 30

Kennebunk – 60

Kennebunkport/Cape Porpoise/Goose Rocks – 100

Biddeford/Saco – 20

Old Orchard Beach – 20

**Portland - 25 delivery sites**

### **Demographics**

Based on feedback from the community, Tourist News advertisers and delivery service, TN readership has the following approximate demographics:

#### ***Established readers, 85%***

25 percent – Year-round residents

35 percent – Seasonal residents (those who are here from three to six months of the year; includes wide range from upscale oceanfront property residents to RV campground residents)

25 percent – Annual vacationers of 2-4 weeks duration (those who come back year-after-year, often staying in the same cottage or resort and those who live within an easy drive and visit multiple weekends throughout the tourism season)

#### ***New readers, 15%***

5 percent - new year-round or seasonal residents

10 percent – transient visitors

1. Tourists vacationing in southern Maine for the first time
2. Those visiting southern Maine as part of a larger Maine vacation experience or on their way to another vacation destination in northern New England