



PENOBSCOT
BAY

Pilot



WWW.PENBAYPILOT.COM

2021 MEDIA KIT

Open Community Hub

PenBayPilot.com connects communities into a large and lively online regional network, providing immediate and open access to news, opinions and perspectives. The Pilot offers information and resources, and has proved to be the Midcoast online hub around which the community engages.

Reach Local Audience

The Pilot offers a direct line by which local businesses and organizations reach customers, clients and members. While the 'Silicon Valley' social media solutions continually lobby for their broad-stroke advertising, their cumulative result is to merely siphon dollars out of the local community without much of a return for businesses. With the Pilot, you reach the local audience, and those from away, who are just as eager to check into the Midcoast on a regular basis.

Diverse Ways to Reach our Audience

Penobscot Bay Pilot offers multiple advertising venues: Online, Mobile, eMail and Print with. We host:

- Display Advertising
- Content Marketing
- Sponsorships
- Directories

Audience Engagement

The Pilot, and its biennial WAVE magazine, have recorded continued growth in traffic and popularity. PenBayPilot.com traffic has increased annually as both regular and new visitors appreciate this unique online hub. Our audience is engaged and loyal — our voluntary Supporter Program is but one indication that readers appreciate a local, free, grounded, easy-to-find platform in an increasingly noisy internet.



Continually Bringing New Ways for the Community to Connect

Our hub is not static nor staid. We enjoy continuously enhancing our model, and innovating successful ways for the community to connect. We listen to the community, and appreciate comments and suggestions from our readers.

Numbers Prove It

PenBayPilot.com traffic has grown since inception, and the data illustrates a steady climb in popularity. Reach 100k+, and growing, readers per month.

Truth in Advertising

Our numbers are our numbers, and they are available to our advertisers. Our metrics are based solely on human eyes, and we do not plump up our stats with raw server delivery metrics. We only use industry-accepted third party analytics to do this. Nor do we illustrate our share of the local audience by leveraging erroneous sampling services that only serve to slant. We know how much of the community we reach, and we are willing to share this data with our advertisers.

Channels and Reach

Online/Mobile

- Monthly Page Views, Avg 850K and growing
- Monthly Readers, Avg 100K and growing

eMail

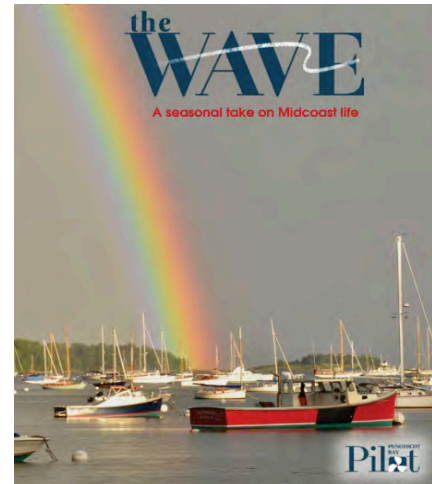
- Reach 2,500+ dedicate readers daily
- Open Rate of 40-50%
- Many readers note the convenience of this as their mobile entry point to the Pilot on a daily basis

Print

- the WAVE
- Reach households across Knox and Waldo Counties 25k+ readership
- Printed semi-annually = an extended shelf life for your ad

Extend your Reach to Lincoln County

- Same Online / Mobile / eMail Products
- Newspaper Opportunitites
- Boothbay Register / Wiscasset Newspaper / LCN
- 5 Annual Special Publications



Weekend Spotlight: Mardi Gras and National



Morning Catch

Friday, August 20, 2021

Home | News | Talk | Work | Calendar | Sports | Culture | Life | Main Street | Classifieds

News

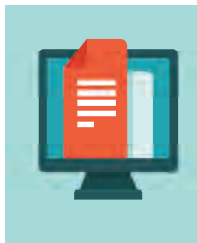
Knox County deed transfers

Thu, Aug 19 - 3:45 pm
ROCKLAND — The following deed transfers were recorded from Aug. 2-9 at the Knox County Registry of Deeds: Appleton Barbara Dyer Est. to Matthew Dyer, Jeffrey H. Fuller & Jeffrey H. Fuller and

LAST MAINE CDC UPDATE: AUG. 19

ZIP code COVID-19 case data: Knox, Waldo counties (and some of Lincoln County)

Thu, Aug 19 - 3:45 pm
AUGUSTA — The Maine CDC has updated COVID-19 confirmed and probable case data by ZIP code. With the data update, the Maine CDC continues to urge all individuals in Maine — resident or not — to



WEB



TABLET



PENBAY PILOT
12.5K



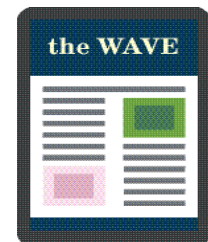
55% MOBILE



2,500+ DAILY-EMAIL



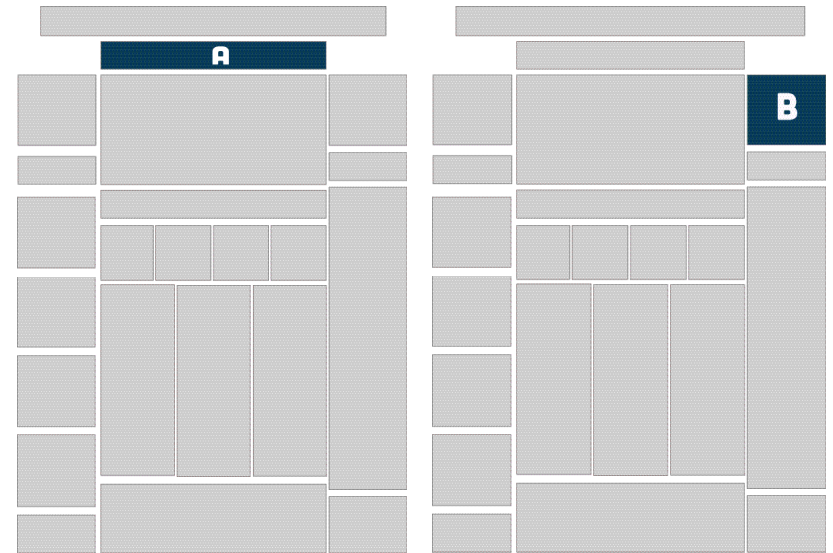
MIDCOAST MAINE
STREET6.7K



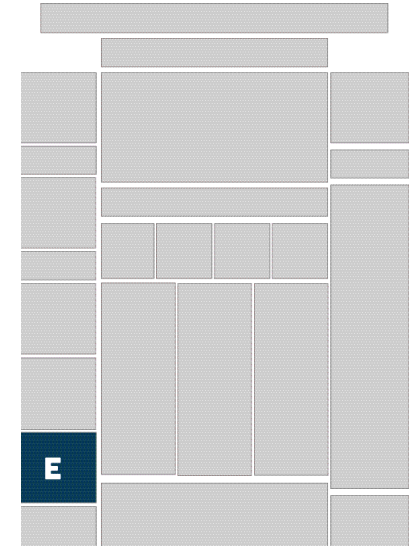
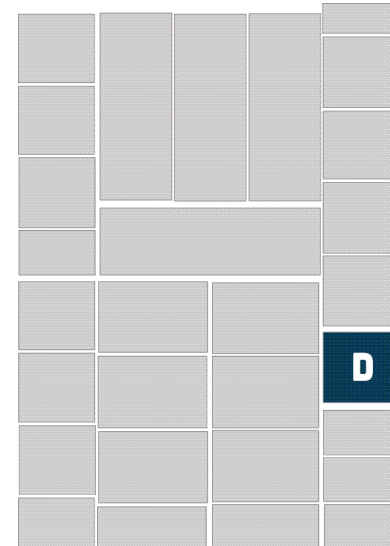
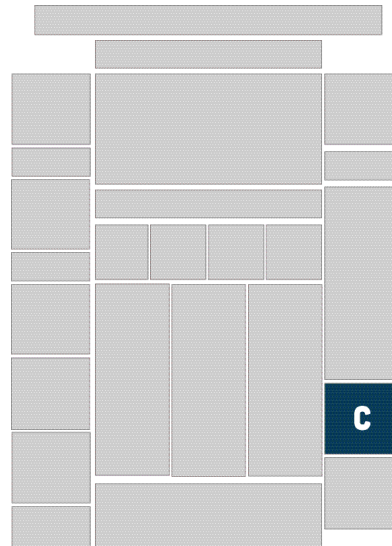
SEMI-ANNUAL,
25K+ READERS

Web / Mobile Advertising

Unit	Position	Size *	Price
A	Leaderboard	728 x 90 320 x 50 (mobile)	\$150 /Week
B	Top Marquee	300 x 250	\$100 /Week
C	Middle Marquee	300 x 250	\$50 /Week
D	Lower Marquee	300 x 250	see marquee ros
E	Affiliate	300 x 250	\$20/\$10/\$5/ Week
B,C,D	Marquee ROS	300 x 250	\$35/Week



*Max file size static 40KB JPG/GIF/PNG



Email Marketing

Morning Catch

Sponsor our daily email. The Morning Catch is emailed every morning at 9 a.m. to dedicated readers, who have signed up to receive the latest news, business reports and offers. Place your marketing message in a prominent position.

Weekend Preview

Sponsor our weekend preview. It is emailed every Thursday at 3 PM and gives a preview of this weeks local events in the area.

Ad Size

300 pixels by 250 pixels, static, maximum file size 40KB jpg/gif/png up to 6 positions, \$50/week



Morning Catch

Friday, August 20, 2021

[Home](#) | [News](#) | [Talk](#) | [Work](#) | [Calendar](#) | [Sports](#) | [Culture](#) | [Life](#) | [Main Street](#) | [Classifieds](#)

News

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[More](#)



Work

PRESENTED BY MEGAN FREY

Sunset Seminars at Camden Yacht Club: Experiences of a Female Merchant Mariner

Fri, Aug 20 - 7:00 am

CAMDEN — Megan Frey will share challenges and learnings from her first 11-years as a career merchant mariner during a Camden Yacht Club Sunset Seminar on Wednesday, August 25, at 7 p.m. Included...



HELPING PREVENT SPREAD OF THE VIRUS

Pen Bay Medical Center, Waldo County General Hospital adopt new visitation restrictions in response to local COVID-19 surge

Thu, Aug 19 - 4:30 pm

ROCKPORT and BELFAST — In response to the COVID-19 status in the community, Pen Bay Medical Center (PBMC) and Waldo County General Hospital (WCGH) are...

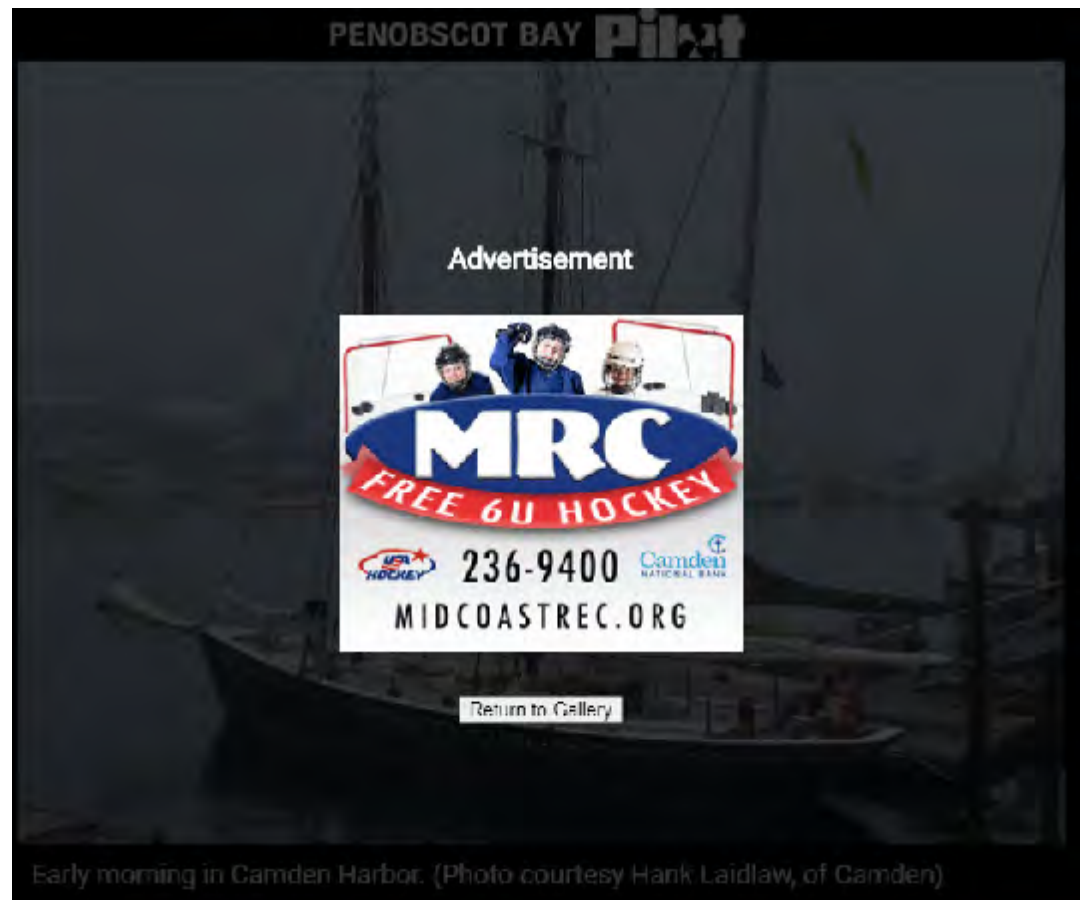


Gallery Sponsorship

Sponser photo galleries across the site

Ad interspersed in gallery - 1 of 6 - great exposure - lots of views...

300 pixels by 250 pixels, static, maximum file size 40KB jpg/
gif/png, up to 6 positions, \$50/week



PENOBSCOT BAY **Pilot**

Advertisement

MRC
FREE 6U HOCKEY

USA HOCKEY 236-9400 Camden NATIONAL BANK

MIDCOASTREC.ORG

Return to Gallery

Early morning in Camden Harbor. (Photo courtesy Hank Laidlaw, of Camden)

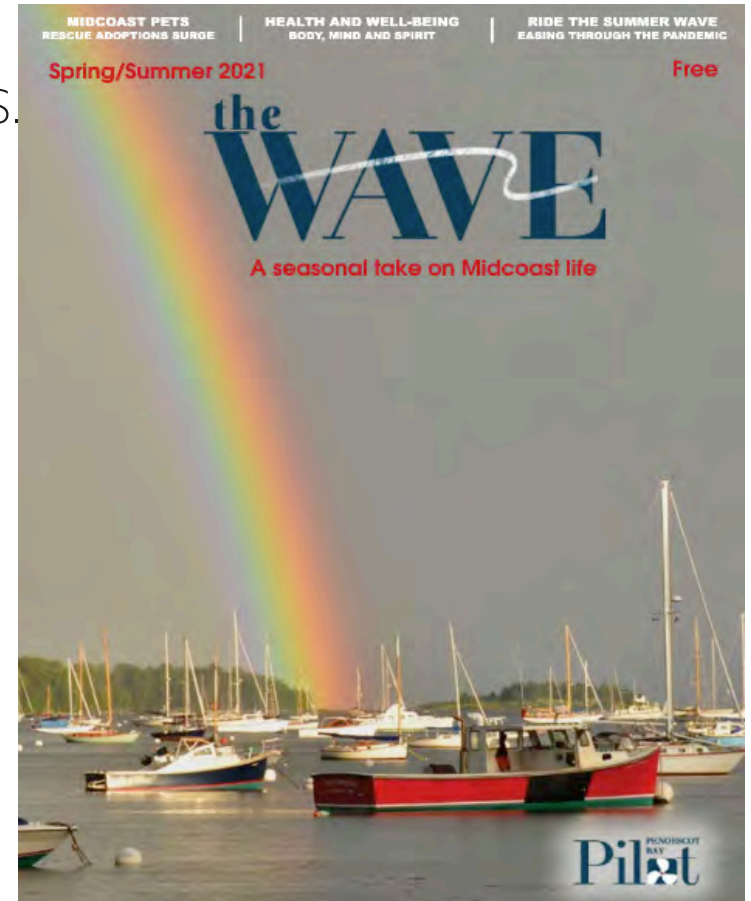
the WAVE

Original content by award-winning writers.

Display Ad Sizes

Full Bleed Ad 8.375" x 11"

	Single Insertion	Annual Insertion (2) 5% Savings	Ad Size
Back Cover	\$1569	\$1499	7.625" x 10"
Back Inside	\$959	\$919	7.625" x 10"
Front Inside	\$959	\$919	7.625" x 10"
2 Page Spread	\$1089	\$1039	7.625" x 10"
		Additional Ad Sizes	
Full Page*	\$609	\$579	7.625" x 10"
Half (Horizontal)	\$399	\$379	7.625" x 4.9"
Half (Vertical)	\$399	\$379	3.75" x 10"
Quarter	\$269	\$259	3.75" x 4.9"
Eighth	\$169	\$159	3.75" x 2.4"
Production Fee	\$25	\$25	



Distributed via Direct Mail to households in Knox and Waldo county, free for pick-up at local community hubs and at Maine's Tourist Information Centers, and promoted and viewable online at PenBayPilot.com, BoothbayRegister.com and WiscassetNewspaper.com

AD DEADLINE

Spring/Summer in April - Fall/Winter in August