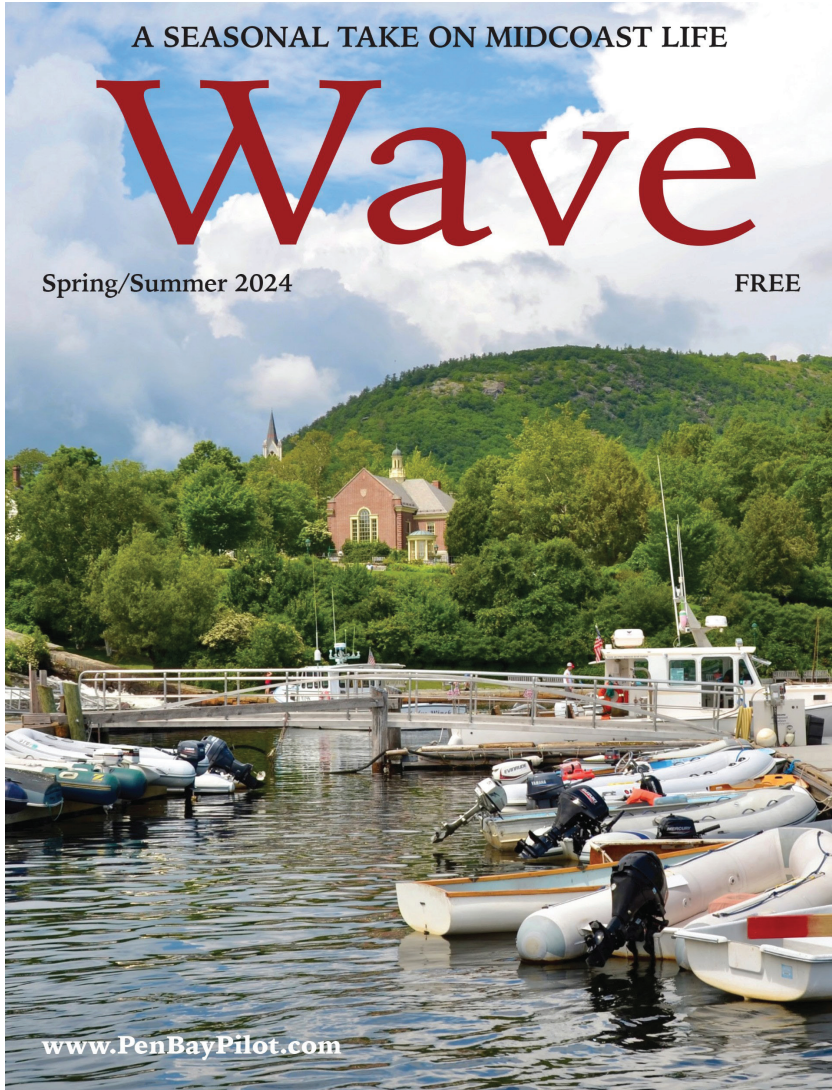


wave

*A biannual full-color, free magazine with a
Seasonal Take on Midcoast Life*

SHOP, DINE, EXPLORE, LEARN, ENJOY



Wave Deadlines and Distribution

Fall/Winter	Oct. 3	Oct. – March
Spring/Summer	April 4	May – Aug.

Insertion	Single Edition	Both Editions
Back Cover	\$1,649	\$1,569
Back Inside	\$999	\$949
Inside Front	\$999	\$949
2-Page Spread	\$1,199	\$1,139
Full	\$669	\$639
Half	\$439	\$419
Quarter	\$299	\$284
Eighth	\$189	\$179

15,000 print run

Original content by PenBayPilot writers

Focus on Health and Well-Being.

90% of the **Wave Magazine** is mailed to homes throughout the Midcoast on October 24. Towns include Camden, Rockport, Lincolnville, Belfast, Rockland, Thomaston, and Hope

Distributed at grocery stores in Camden, Rockland, Belfast and Waldoboro

The Wave is featured in our @penbaypilot Instagram Highlight

DIGITAL ADD-ON RATES PenBayPilot.com

850,000 to 1 million page views per month

\$150, \$125, or \$100 per week at 1/4 share on desktop and mobile

PenBayPilot.com serves the broader Midcoast Maine region with news, information, ideas and community connections. We are a free online hub accessible to all. Our coverage area extends from Winterport to Waldoboro, including the service centers of Belfast, Camden and Rockland, and all the neighboring towns primarily in Knox and Waldo counties.

We regularly monitor our analytics, noting that we consistently draw regular readers from the State of Maine, Massachusetts, New York, Florida, North Carolina, Texas, California, and beyond.

“Marketing campaigns that combine digital and print advertisements can be up to 400% more effective.”

B&B Press (bbpress.co.uk)

*Contact Sales Director
Janis Bunting*

207-706-6656

JanisBunting@PenBayPilot.com

Full Page ad

7.625" wide x 10" high
or full bleed (see next page)

Half Page ad

H • 7.625" wide x 4.9" high

V • 3.75" wide x 10" high

Quarter Page ad

3.75" wide x 4.9" high

Reserve your space today!

Eighth Page ad

3.75" wide x 2.4" high

* SUBMITTED AD REQUIREMENTS

- All color to be CMYK, no RGB color
- Submitted ads should be in pdf format
(with all fonts embedded)
- Submitted artwork (photos, logos, etc.)
should be minimum 300 dpi in either
.jpg, .tif, or .eps format

Full Bleed Specifications

Actual Trimmed Size

8.375" x 11"

This is the finished size of the book.

Safety Margin

3/8" inside Trim Size

7.625" x 10.25"

All critical content (type, etc.) should be inside the Safety Margin.

Bleed Line

1/4" outside Trim Size

8.875" x 11.5"

All background images/color should extend beyond the Bleed Line

Build ads with a document size equal to the Trimmed Size. Extend background 1/4" beyond the document edges. When exporting to PDF select a Bleed value of 1/4". Also Offset trim marks by 3/8" to insure that they don't intrude on the image area.

ADVERTISING CONTRACT

2024 - Penobscot Bay Pilot - The Wave

Company Name: _____

Address: _____

Your Name: _____

Phone: _____ email: _____

Ad Space Rates (per Insertion)				
	Single Insertion	Annual Insertion (2) 5% Savings	Ad Size	Full Bleed Ad Size
Premium Ad Spaces				
Back Cover	\$1,649	\$1,569	7.625" x 10"	8.375" x 11"
Back Inside	\$999	\$949	7.625" x 10"	8.375" x 11"
Front Inside	\$999	\$949	7.625" x 10"	8.375" x 11"
2 Page Spread	\$1,199	\$1,139	7.625" x 10"	8.375" x 11"
Additional Ad Sizes				
Full (Disp or Adv)	\$669	\$639	7.625" x 10"	8.375" x 11"
Half (horizontal)	\$439	\$419	7.625" x 4.9"	
Half (vertical)	\$439	\$419	3.75" x 10"	
Quarter	\$299	\$284	3.75" x 4.9"	
Eighth	\$189	\$179	3.75" x 2.4"	
Production Fee	\$25	\$25		

Pricing Worksheet

Ad Space	\$
Production Charge	\$
Subtotal	\$
Early Pay Discount (-5%)	-\$
(Paid in full by 4/10/20)	
Multi-Ad Discount (-5%)	-\$
Total	\$

Notes

Signature or electronic signature: (type name here and check box)

Date

Your electronic signature is a binding contract and agreement.

I have read and agreed to commit to this contract by checking this box.

Payment: Please make checks payable to PenBay Pilot. Pre-payments due April 6, 2024.