

The WAVE

*A Full-Color, Free Magazine with a
Seasonal Take on Midcoast Life*
SHOP, DINE, EXPLORE, LEARN, ENJOY



Wave Deadlines & Distribution

	DEADLINE	DISTRIBUTION
Spring/Summer	Apr 12	Apr - Aug
Fall/Winter	Aug 31	Sep - Mar

Contact Sales Director Janis Bunting

207-706-6656

janisbunting@penbaypilot.com

the WAVE

- Original content by award-winning writers
- Mailed to homes throughout the Midcoast (Belfast, Camden, Lincolnville, Rockland, Rockport & Union)
- Distributed in grocery stores, professional offices, galleries and bookstores, coffee shops, restaurants and shopping hubs throughout the Midcoast
- We also distribute through Maine's Tourist Information Centers and the magazine is displayed on PenBayPilot.com, BoothbayRegister.com and WiscassetNews.com in eEdition

Spring/Summer Ad deadline, April 12
Prepay before April 12 and get 5% discount
Discounts for Multi-edition ad placement

Insertion	Single	Annual
Back Cover	\$1,569 Sold Out	\$1,499 Sold Out
Back Inside	\$959	\$919
Front Inside	\$959 Sold Out	\$919 Sold Out
2-Page Spread	\$1,089	\$1,039
Full	\$609	\$579
Half	\$399	\$379
Quarter	\$269	\$259
Eighth	\$169	\$159

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!

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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





2018 - 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	\$1,569 	\$1,499 	7.625" x 10"	8.375" x 11"
Back Inside	\$959	\$919	7.625" x 10"	8.375" x 11"
Front Inside	\$959 	\$919 	7.625" x 10"	8.375" x 11"
2 Page Spread	\$1,089	\$1,039	7.625" x 10"	8.375" x 11"
Additional Ad Sizes				
Full (Disp or Adv)	\$609	\$579	7.625" x 10"	8.375" x 11"
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		

Pricing Worksheet

Ad Space	\$
Production Charge	\$
Subtotal	\$
Early Pay Discount (-5%)	-\$
(Paid in full by 9/1/17)	
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 12, 2018.