

The WAVE

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



the WAVE

- Original content by award-winning writers
- Print Run of 20,000
- Mailed to 16,000 homes throughout the Midcoast — Thomaston, South Thomaston, Owls Head, Rockland, Rockport, Camden, Hope, Union, Lincolnville, Northport, Belfast and Searsport
- 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 Ad deadline, March 10
Prepay before March 10 and get 5% discount
Discounts for Multi-edition ad placement

Insertion	Single	Seasonal (2-3 editions)	Annual
Back Cover	1,700 Sold Out	1,569 Sold Out	1,499 Sold Out
Back Inside	\$1,049	\$969	\$919
Front Inside	\$1,049 Sold Out	\$969 Sold Out	\$919 Sold Out
2-Page Spread	\$1,189	\$1,089	\$1,039
Full	\$659	\$599	\$579
Half	\$429	\$389	\$379
Quarter	\$299	\$269	\$259
Eighth	\$179	\$169	\$159

Wave Deadlines & Distribution

	DEADLINE	DISTRIBUTION
Spring	March 10	May - July

Contact Sales Director Janis Bunting

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!

Contact Sales Director Janis Bunting


207-706-6656

janisbunting@penbaypilot.com

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

2017 - Penobscot Bay Pilot - The Wave

Company Name: _____

Address: _____

Your Name: _____

Phone: _____ email: _____

Ad Space Rates (per Insertion)					
	Single Insertion	Seasonal Insertion (2-3) 10% Savings	Annual Insertion (4) 20% Savings	Ad Size	Full Bleed Ad Size
Premium Ad Spaces					
Back Cover	\$1,709 Sold Out	\$1,569 Sold Out	\$1,499 Sold Out	7.625" x 10"	8.375" x 11"
Back Inside	\$1,049	\$969	\$919	7.625" x 10"	8.375" x 11"
Front Inside	\$1,049 Sold Out	\$969 Sold Out	\$919 Sold Out	7.625" x 10"	8.375" x 11"
2 Page Spread	\$1,189	\$1,089	\$1,039	7.625" x 10"	8.375" x 11"
Additional Ad Sizes					
Full (Disp or Adv)	\$659	\$599	\$579	7.625" x 10"	8.375" x 11"
Half (horizontal)	\$429	\$389	\$379	7.625" x 4.9"	
Half (vertical)	\$429	\$389	\$379	3.75" x 10"	
Quarter	\$299	\$269	\$259	3.75" x 4.9"	
Eighth	\$179	\$169	\$159	3.75" x 2.4"	
Production Fee	\$25	\$25	\$25		

Pricing Worksheet

Ad Space	\$
Production Charge	\$
Subtotal	\$
Early Pay Discount (-5%)	-\$
(Paid in full by 4/7/17)	
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 Penobscot Bay Pilot. Pre-payments due March 10, 2017.