

# The WAVE

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



## 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 10**  
**Prepay before April 10 and get 5% discount**  
**Discounts for Multi-edition ad placement**

### Wave Deadlines & Distribution

#### DEADLINE DISTRIBUTION

|               |        |           |
|---------------|--------|-----------|
| Spring/Summer | Apr 10 | May - Aug |
| Fall/Winter   | Aug 30 | Sep - Mar |

**Contact Sales Director Janis Bunting**

**207-706-6656**

**janisbunting@penbaypilot.com**

| Insertion     | Single                | Annual                |
|---------------|-----------------------|-----------------------|
| Back Cover    | \$1,569               | \$1,499               |
| Back Inside   | \$959                 | \$919                 |
| Front Inside  | \$959 <b>Sold Out</b> | \$919 <b>Sold Out</b> |
| 2-Page Spread | \$1,139               | \$1,089               |
| Full          | \$639                 | \$609                 |
| Half          | \$419                 | \$399                 |
| Quarter       | \$279                 | \$269                 |
| Eighth        | \$179                 | \$169                 |

**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

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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



## 2020 - Penobscot Bay Pilot - The Wave

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Your Name: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

| Ad Space Rates (per Insertion) |   |  |               |                       |
|--------------------------------|---|--|---------------|-----------------------|
|                                | Single Insertion  | Annual Insertion (2)<br>5% Savings   | Ad Size       | Full Bleed<br>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                  | \$1,139   | \$1,089  | 7.625" x 10"  | 8.375" x 11"          |
| Additional Ad Sizes            |   |  |               |                       |
| Full (Disp or Adv)             | \$639   | \$609  | 7.625" x 10"  | 8.375" x 11"          |
| Half (horizontal)              | \$419   | \$399  | 7.625" x 4.9" |                       |
| Half (vertical)                | \$419   | \$399  | 3.75" x 10"   |                       |
| Quarter                        | \$279   | \$269  | 3.75" x 4.9"  |                       |
| Eighth                         | \$179   | \$169  | 3.75" x 2.4"  |                       |
| Production Fee                 | \$25  | \$25   |               |                       |

### Pricing Worksheet

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

### 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 10, 2020.**