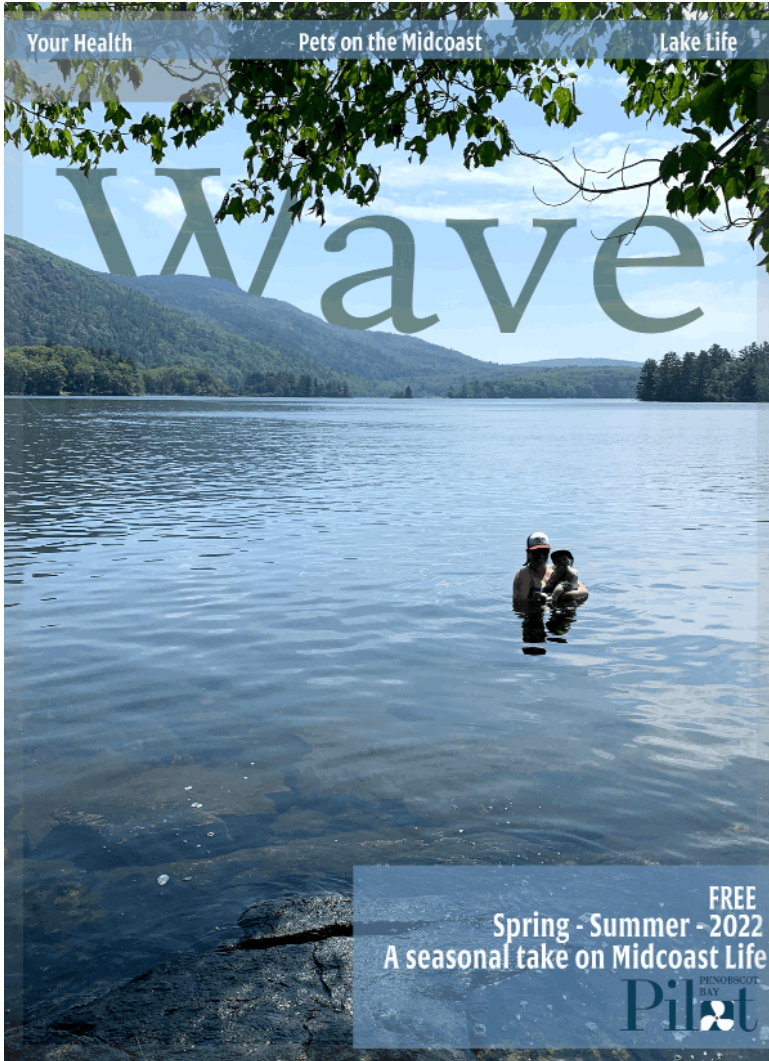


wave

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



wave

- Focus on Health & Well-Being and our Animal Friends
- Original content by Pen Bay Pilot writers
- Mailed to homes throughout the Midcoast (Camden, Rockport, Lincolnville, Rockland, Belfast & Union)
- Distributed at major local grocery stores in Camden, Rockland, Belfast and Waldoboro
- eEdition can be found via permanent, Wave graphic on PenBayPilot.com
- Online ads promote and link to eEdition of the Wave on PenBayPilot.com, BoothbayRegister.com and WiscassetNewspaper.com

Fall/Winter Ad deadline, September 9
Prepay before Sept. 9 and get 5% discount
Discounts for Multi-edition ad placement

Wave Deadlines & Distribution

DEADLINE DISTRIBUTION

Fall/Winter	Sept 9	Sep - Mar
Spring/Summer	May 4	May - Aug

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	\$919
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!

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

2022 - 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	\$1,139	\$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	\$
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 September 9, 2022.