



**Y**ou can think of the Mainebiz website as the central hub to all the news, information and events happening within Maine’s business community. Users come to mainebiz.biz to read all of our content and find business resources. From daily news headlines, to feature content and columns that originate in print, to recent real estate transactions. In addition mainebiz.biz provides ways to interact with Mainebiz and the business community by getting information about and registering for our events, providing information for their events on our community and calendar, reaching out to us with press releases, voting on our weekly polls, etc.

Our target audience is business decisions makers in Maine that rely on us regularly. We are constantly working to draw this audience by providing the news and information they need and promoting it through our newsletters and social media efforts.

**Average number of users (unique visitors) per month:**

**55,000**

**Average percentage of online pageviews that come from Mainebiz enews products:**

**40%**

**Average percentage of monthly sessions from returning visitors:**

**50%**

**Average monthly ad impression inventory:**

**400,000**

We recommend 10% share of voice, which is an equivalent of 40,000 impressions a month

Effective January 1, 2018

## Make the most of your campaign on mainebiz.biz

We suggest planning your campaign around the share of voice you want to have on mainebiz.biz.

### Integrated rates:

Share of voice*	Monthly impressions	Less than 3 months (per month)	3-6 months (per month)	7-12 months (per month)
10%	40,000	\$1,600	\$1,520	\$1,400
15%	60,000	\$2,400	\$2,280	\$2,100
20%	80,000	\$3,200	\$3,040	\$2,800
25%	100,000	\$4,000	\$3,800	\$3,500
30%	120,000	\$4,800	\$4,560	\$4,200
	<b>CPM</b>	<b>\$40</b>	<b>\$38</b>	<b>\$35</b>

\* Based on an estimated average of 400,000 impressions a month.

## Premium positions

Ask your sales rep about other premium web placements.

## Smartphone sponsorship

By being the smartphone sponsor, you will reach our entire mobile audience. Sponsorship includes a 320x50 pixel banner at the top of every mobile page.

3 months (per month)	6 months (per month)	Annual (per month)
\$850	\$800	\$750

## Technical specifications

### Sizes and formats:

**SIZES:** All 3 ad sizes must be supplied

**leaderboard:** 728x90 pixels

**medium rectangle:** 300x250 pixels

**half page:** 300x600 pixels

**FILE SIZE:** 40kb for all ad sizes

**FORMAT:** JPG, GIF, or PNG

**RICH MEDIA:** Ads may include animation (maximum of 3 loops or 15 seconds) but may not include audio on load.

**Third-party ad servers:** Third-party ad servers including Atlas, DoubleClick and many others are supported. Please provide the codes to us five business days before the start date to ensure proper implementation.

**Deadlines:** Ads are due five business days before the date they are scheduled to run. For existing campaigns, creative can be swapped monthly. New creative is due five business days to its start.

**Sending us your files:** Send your files to [adprod@mainebiz.biz](mailto:adprod@mainebiz.biz) and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Matt Selva at [mselva@mainebiz.biz](mailto:mselva@mainebiz.biz) or **207.761.8379 x330** if you have any questions about how to set up your file.

We bill based on our ad server reporting. If your policy is to use your third party ad server reporting, arrangements need to be made in advance of the start of your campaign.

**Maine's business news source.** / 48 Free Street, Portland, ME 04101 / 207.761.8379 / Visit us at [www.mainebiz.biz](http://www.mainebiz.biz) for more information.

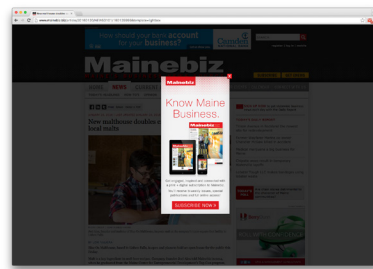
The screenshot shows the mainebiz.biz website interface. At the top, there's a 'Leaderboard' ad slot, a search bar, and navigation links for 'HOME', 'NEWS', 'CURRENT EDITION', 'MULTIMEDIA', 'OUR EVENTS', 'CALENDAR', and 'CONNECT WITH US'. The main article is titled 'IDEXX founder David Shaw on his investment philosophy' with a photo of David Shaw in his home. Below the article, there are several ad placements: a 'Medium rectangle' ad, a 'Half page' ad, and another 'Medium rectangle' ad. The article text discusses David Shaw's career at IDEXX, his investment firm Black Point Group, and his involvement in various organizations like the American Association for the Advancement of Science and the National Parks Foundation. It also includes a Q&A section where David Shaw shares his perspective on entrepreneurship and investment in Maine.

## Wallpaper



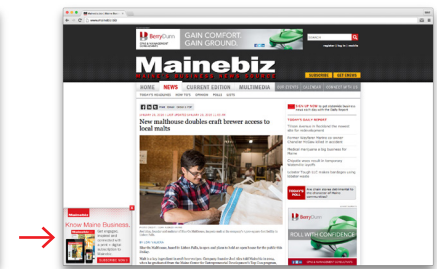
TO SEE A SAMPLE GO TO  
[www.mainebiz.biz](http://www.mainebiz.biz)

## Lightbox



TO SEE A SAMPLE GO TO  
[www.mainebiz.biz/lightbox](http://www.mainebiz.biz/lightbox)

## Shoutbox



TO SEE A SAMPLE GO TO  
[www.mainebiz.biz/shoutbox](http://www.mainebiz.biz/shoutbox)

<b>Description</b>	This ad fills the large white space in the browser window on either side of the site content.	A 300x600 pixel ad appears when the viewer opens the page. The background content and other banner ads are grayed out, so that the viewer sees only the Lightbox ad.	A 300x250 ad slides into view at the bottom of the browser window from the left side.
<b>Placement</b>	The wallpaper appears on all section fronts in the main navigation bar, as well as today's headlines, industry and regional section fronts.	Editorial article pages on page load.	Appears on all editorial article pages (will appear upon page load, after Lightbox closes if Lightbox is scheduled to run on same page).
<b>Premium features</b>	<p><b>STRATEGIC PLACEMENT:</b> Placed on primary Mainebiz.biz navigation pages.</p> <p><b>PAGE DOMINANT:</b> High visibility. Ad scrolls with page content and is always visible.</p> <p><b>EXCLUSIVE:</b> Only one wallpaper advertiser during a given time period.</p>	<p><b>STRATEGIC PLACEMENT:</b> Placed to reach the full Mainebiz.biz audience. (Includes all devices except smartphones)</p> <p><b>PAGE DOMINANT:</b> High visibility. Page content is dimmed until ad closes.</p> <p><b>EXCLUSIVE:</b> Only one lightbox advertiser during a given time period.</p>	<p><b>STRATEGIC PLACEMENT:</b> Placed to reach the full Mainebiz.biz audience. (Includes all devices except smartphones)</p> <p><b>PAGE DOMINANT:</b> High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled.</p> <p><b>EXCLUSIVE:</b> Only one shoutbox advertiser during a given time period.</p>
<b>Estimated monthly views*</b>	15,000 page views (per month)	30,000 (Will reach approximately 90% of the site's non-mobile monthly users)	30,000 (Will reach approximately 90% of the site's non-mobile monthly users)
<b>Duration of views/ user limits</b>	Remains on page—cannot be closed. Wallpaper remains when viewer scrolls. No user based limits. Appears on all pageviews.	Can be clicked off with the “X” and/or will go away after a few seconds. Targets all unique visitors (users) on mainebiz.biz. Limited to one view per user every 7 days.	Can be clicked off with the “X” otherwise, it will remain open on the page and remains as viewer scrolls down the page. Targets all unique visitors (users) on mainebiz.biz. Limited to one view per user every 7 days.
<b>Viewed on</b>	Desktop only (not mobile or tablet)	Desktop and tablet (not mobile)	Desktop and tablet (not mobile)
<b>Animation option</b>	Yes, maximum of 3 loops or 15 seconds	Yes, maximum of 3 loops or 15 seconds	Yes, maximum of 3 loops or 15 seconds
<b>Size</b>	Must provide multiple sizes to fit various browser sizes/screen sizes: 1920x1050; 1600x1050; 1440x900; 1366x768; 1280x800	300x600	300x250
<b>Investment</b>	\$2,000 per month	\$3,000 per month	\$2,500 per month

\*Estimated views are based on current traffic trends, pricing is based on exclusive positioning rather than CPM

DAILY REPORT

WEEKLY REPORT

REAL ESTATE INSIDER

<p><b>Frequency</b></p>	<p>Delivered to subscriber inboxes every business day by noon</p>	<p>Delivered to subscriber Inboxes every Friday by 9:00 am</p>	<p>Delivered to subscriber Inboxes every Tuesday and Thursday by 6:30 am</p>
<p><b>Content format</b></p>	<p>Originally reported and aggregated business news items, data, and info on local business events</p>	<p>A review of the week's most important and most read stories</p>	<p>The week's commercial real estate sales transactions, real estate news, and financial rate data</p>
<p><b>Audience</b></p>	<p>10,000 subscribers</p>	<p>10,400 subscribers</p>	<p>9,700 subscribers</p>
<p><b>Audience engagement</b></p>	<p>30% average open rate 87% readership</p>	<p>28% average open rate 87% readership</p>	<p>29% average open rate 82% readership</p>
<p><b>Advertising options</b></p>	<p>Choose one of five ad positions per day, one day a week, category exclusive</p>	<p>Choose one of four ad positions per week, category exclusive</p>	<p>Tuesday: Choose one of three ad positions per week and/or three sponsorship options Thursday: Choose one of five ad positions per day, one day a week</p>
<p><b>Mobile version</b></p>	<p>Uses responsive design and custom ad size better suited for smaller screens</p>	<p>Uses responsive design and custom ad size better suited for smaller screens</p>	<p>Tuesday: Currently no mobile version Thursday: Uses responsive design and custom ad size better suited for smaller screens</p>
<p><b>Billing</b></p>	<p>Billed by the month, frequency discounts available</p>	<p>Billed by the month, frequency discounts available</p>	<p>Billed by the month, frequency discounts available</p>



# Rates and Technical Specifications #20i

# DAILY REPORT

Effective January 1, 2018

Each weekday, our award-winning reporting and news staff canvases the market for breaking news and delivers it by lunchtime in an attractively designed e-mail newsletter. Whether it's market trends, the latest merger news or an update on state government, the Daily Report is the "must read" that business executives are talking about over lunch. The Daily Report has over 9,500 subscribers every day. If you want to reach business people in Maine who are in-the-know, plan now to advertise.

The Daily Report uses responsive design, making it easier to read, and giving more visibility to advertisers on smartphones. See diagram at right for further details.

Integrated Rates:	3 months (per month)	6 months (per month)	Annual (per month)
Leaderboard	\$1,455	\$1,310	\$1,150
Half page	\$1,775	\$1,595	\$1,400
Rectangle A/B	\$1,310	\$1,180	\$1,040
Medium billboard	\$1,330	\$1,050	\$950

## Daily with 40,000 ad views on mainebiz.biz

Combine your Daily program with mainebiz.biz and boost your frequency and reach.

	3 months (per month)	6 months (per month)	Annual (per month)
Leaderboard	\$2,545	\$2,415	\$2,290
Half page	\$2,880	\$2,715	\$2,555
Rectangle A	\$2,480	\$2,355	\$2,235
Rectangle B	\$2,480	\$2,355	\$2,235

## Technical specifications:

### Sizes and formats:

**SIZES:** A 320x100 pixel banner must be sent with all ad sizes for use in the smartphone version of the Daily Report.

**leaderboard:** 728x90 pixels

**rectangle:** 300x250 pixels

**half page:** 300x600 pixels

**medium billboard:** 600x150 pixels

**FILE SIZE:** 40kb for all ad sizes

**FORMAT:** JPG, GIF, or PNG

**RICH MEDIA:** Ads may include animation with a maximum of three loops or 15 seconds. Enews ads support only GIF animation. Be aware, animation won't display in some email browsers including Outlook 2007-2013. Please ensure all important information is included in the first frame.

### Third-party ad servers:

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↑  
**Large screens**

←  
**Small screens (smartphones)**

# Rates and Technical Specifications #3i

# WEEKLY REPORT

Effective January 1, 2018

The Weekly Report is sent every Friday morning to over 9,500 subscribers who no longer have to be concerned that they may have missed something important that happened that week. Plus, we'll tell them what business stories are trending, and what else they should know about that we are following for them online.

The Weekly Report gives marketers the opportunity to access these decision makers at the end of the week, as they wind down and make plans to take on the coming week. Plus, the Weekly Report is created with responsive design, which means that ads are seen whether subscribers read the Weekly Report on their desktop, tablet or phone. And that's a huge asset to advertisers. Make plans now to advertise — space is limited.

## Integrated Rates:

	3 months (per month)	6 months (per month)	Annual (per month)
<b>Leaderboard</b>	\$1,425	\$1,280	\$1,125
<b>Half page</b>	\$1,740	\$1,565	\$1,375
<b>Rectangle A</b>	\$1,280	\$1,150	\$1,015
<b>Rectangle B</b>	\$1,280	\$1,150	\$1,015

## Technical specifications:

### Sizes and formats:

**SIZES:** A 320x100 pixel banner must be sent with all ad sizes for use in the smartphone version of the Weekly Report.

**leaderboard:** 728x90 pixels

**rectangle:** 300x250 pixels

**half page:** 300x600 pixels

**FILE SIZE:** 40kb for all ad sizes

**FORMAT:** JPG, GIF, or PNG

**RICH MEDIA:** Ads may include animation with a maximum of three loops or 15 seconds. Enews ads support only GIF animation. Be aware, animation won't display in some email browsers including Outlook 2007–2013. Please ensure all important information is included in the first frame.

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The screenshot shows the layout of the Mainebiz Weekly Report. At the top is a 'leaderboard' section. Below it is the 'Mainebiz Weekly Report' header with a 'Forward to a Friend | Unsubscribe' link. The main content area features a large image of a historic building and several text-based articles. A large blue box labeled 'half page' is overlaid on the right side of the main content. At the bottom, there are two boxes labeled 'rectangle A' and 'rectangle B' representing ad placements. The footer contains a link to 'Our most popular stories from online this week'.

This is a smaller, mobile-optimized version of the Mainebiz Weekly Report. The layout is condensed, with the 'leaderboard' and 'Mainebiz Weekly Report' header at the top. The main content area is narrower, and the 'half page' ad placeholder is scaled down. The 'rectangle A' and 'rectangle B' ad placeholders are also scaled down. The footer is also present but more compact.

Large screens

Small screens (smartphones)

# Rates and Technical Specifications #3

# REAL ESTATE INSIDER

Effective January 1, 2018

When the movers and shakers in Maine want to know what's going on in the commercial real estate marketplace, they look to the Real Estate Insider. Delivered every Tuesday morning, they look forward to reading about recent commercial sales — months before that information is available in the conventional way. Plus, there's news related to development, construction, design, and personnel announcements from companies in the real estate and related industries.

With 9,800 subscribers the Real Estate Insider is a targeted way to access decision makers in the real estate industries. Plan now to advertise — space is limited.

Note: Real Estate Insider has the option for marketers to run sponsored content in lieu of a traditional banner ad. Ask about this option when you speak with an account manager.

Rates:	3 months (per month)	6 months (per month)	Annual (per month)
<b>Leaderboard only</b>	\$1,430	\$1,320	\$1,210
<b>Rectangle 1 only</b>	\$1,320	\$1,210	\$1,100
<b>Recent Activity Sponsor</b> (Logo and half page on website)	\$1,250	\$1,175	\$1,000
<b>Indicators Sponsor</b> (Logo, half page on website, rectangle 3)	\$1,400	\$1,315	\$1,120
<b>Benefactor Sponsor half page</b>	\$1,150	\$1,035	\$920

## Technical specifications:

### Sizes and formats:

#### SIZES:

**leaderboard:** 728x90 pixels

**rectangle:** 300x250 pixels

**half page:** 300x600 pixels

**FILE SIZE:** 40kb for all ad sizes

**FORMAT:** JPG, GIF, or PNG

**RICH MEDIA:** Ads may include animation with a maximum of three loops or 15 seconds. Enews ads support only GIF animation. Be aware, animation won't display in some email browsers including Outlook 2007–2013. Please ensure all important information is included in the first frame.

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**leaderboard**



**REAL ESTATE INSIDER**  
Mainebiz  
Maine's business news source

MAINE



**Hannaford sells former Gorham horse track to Moody's Collision for \$1.4M**  
BY LAURIE SCHREIBER, MAINEBIZ  
CORHAM — A former 61.6-acre horse track that Hannaford Brothers Co. owned for over a decade has been sold for \$1.2 million to Moody's Collision Centers.  
[READ MORE >>](#)

**RECENT ACTIVITY** Recent Activity sponsor logo

**240 Hartman Drive, Auburn** 15,351-square-foot office building sold to VAP Inc. by Factors Office Insurance Co. for \$1.275 million. Tom Heuber, from RAE The Durham Group and Andrew Ingalls from Yelone Commercial brokred the sale, which closed Oct. 6, 2016.

**511 Riverside Industrial Parkway, Portland** 34,800-square-foot warehouse building sold to S11 Riverside LLC by WED Inc. for \$1.1 million. Greg Hastings and Brad Root from RAE The Durham Group brokred the sale, which closed Sept. 29, 2016.

**875 Main St., Sanford** 2 acres of land sold to Cumberland Farms Inc. by City of Sanford for \$400,000. Craig Young with CBRE The Boston Company and City of Sanford with WAE Commercial Brokers brokred the deal, which closed Oct. 6, 2016.

[SEE MORE >>](#)


For New England property transactions, go to [New England Commercial Property Exchange](#)  
For national commercial property transactions, go to [LoopNet](#)

**INDICATORS** Indicators sponsor logo


<b>WSJ Prime Rate</b>	3.90%	3.50%
<b>Federal Discount Rate</b>	1.00%	1.00%
<b>Ten-year Treasury Bill</b>	1.80%	1.70%
<b>30-year FRM, U.S.</b>	3.47%	3.50%
<b>15-year FRM, U.S.</b>	2.76%	2.77%

Source: WSJ, Federal Reserve, U.S. Treasury, Freddie Mac Primary Mortgage Market Survey  
[COPYFIRE CURRENT TRENDS >>](#)


**REAL ESTATE NEWS**




**Hundreds of Portland rental units remain unregistered**  
Some 700 rental units in Portland have yet to be registered, despite city officials' push since Jan. 1 of last year for owners to register their properties or face a steep fine.  
[READ MORE >>](#)



**New England's largest solar project could shine on Limestone**  
The largest solar project in New England could be coming to the Loring Commerce Centre business park in Limestone.  
[READ MORE >>](#)



**Rink crosses the Androscoggin to historic W.T. Grant building**  
The former home of a W.T. Grant Co. department store in downtown Lewiston will soon get a new lease on life.  
[READ MORE >>](#)



**Portland official eyes moratorium on controversial East End development**  
A City Councilor says that the move will give Portland citizens time to decide how it wants to advance with a development that would partially block Fort Sumner Park's popular vista.  
[READ MORE >>](#)

**rectangle 1**

**rectangle 2 (MEREDA)**

**Benefactor Sponsor half page**

**rectangle 3**

[SUBMIT A PRESS RELEASE >>](#)

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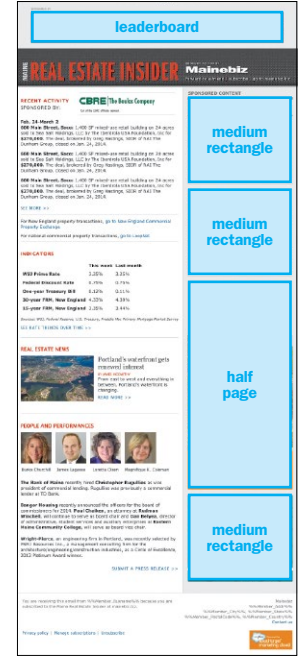
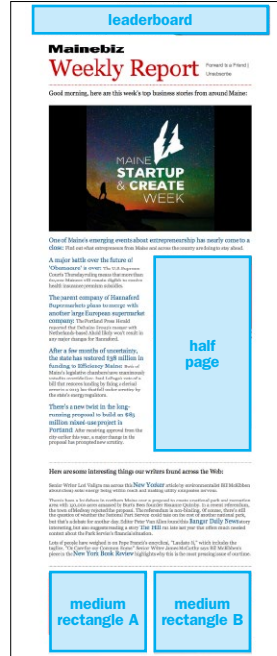
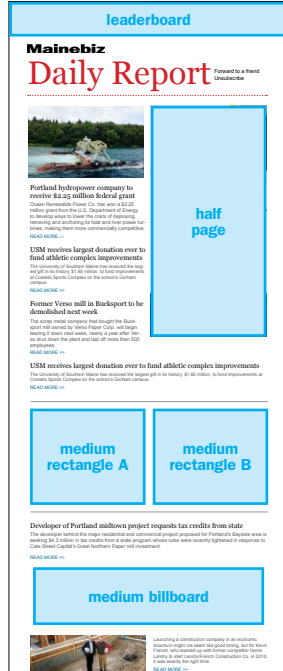
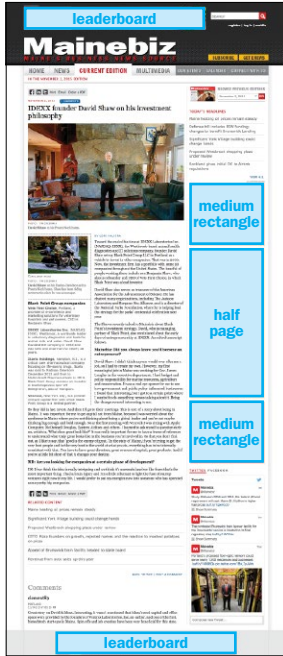
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MAINEBIZ.BIZ

DAILY REPORT

WEEKLY REPORT

REAL ESTATE INSIDER



TUESDAY'S TEMPLATE

Technical specifications:

Sizes and formats:

SIZES: A 320x100 pixel banner must be sent with all ad sizes for use in the smartphone version of the Daily Report.

leaderboard: 728x90 pixels

rectangle: 300x250 pixels

half page: 300x600 pixels

medium billboard: 600x150 pixels

FILE SIZE: 40kb for all ad sizes

FORMAT: JPG, GIF, or PNG

RICH MEDIA: Ads may include animation with a maximum of three loops or 15 seconds. Enews ads support only GIF animation. Be aware, animation won't display in some email browsers including Outlook 2007-2013. Please ensure all important information is included in the first frame.

Third-party ad servers:

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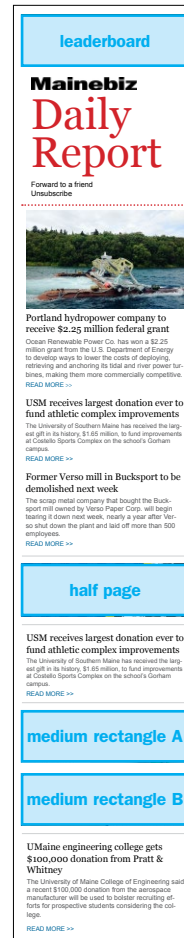
Deadlines:

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Please contact Matt Selva at mselva@mainebiz.biz or 207.761.8379 x330 if you have any questions about how to set up your file.



Mobile version for Daily and Weekly

The Daily Report and Weekly Report use responsive design, making it easier to read, and giving more visibility to advertisers on smartphones. All ad zones displayed in the desktop version of the Daily and Weekly will be replaced with a 320x100 pixel banner on smartphones.



# Mainebiz

MAINE'S BUSINESS NEWS SOURCE

Inform. Engage. Connect.

mainebiz.biz



**55,000**  
unique visitors (users)  
each month

Mainebiz



**31,000**  
readers in print

Enews



**10,000**  
subscribers

Maine's business  
decision makers

Creative Services



Custom pubs, ad design

Mainebiz Events



Face-to-face networking,  
14 events every year

Data and Research



Fact Book, Book of Lists and more!

**Rates are per insertion**

<b>Full color:</b>	<b>Ad size</b>	<b>Open rate</b>	<b>FREQUENCY DISCOUNTS</b>			
			<b>8-13 times</b> (20% discount)	<b>14-19 times</b> (26% discount)	<b>20-25 times</b> (32% discount)	<b>Every issue</b> (42% discount)
	<b>Two page spread</b>	\$6,595	\$5,275	\$4,880	\$4,485	\$3,630
	<b>Full Page</b>	\$3,400	\$2,720	\$2,515	\$2,315	\$1,870
	<b>3/4 Page</b>	\$2,880	\$2,305	\$2,130	\$1,955	\$1,585
	<b>2/3 Page</b>	\$2,670	\$2,135	\$1,975	\$1,815	\$1,465
	<b>1/2 Page</b>	\$2,225	\$1,780	\$1,645	\$1,515	\$1,225
	<b>3/8 Page</b>	\$1,675	\$1,340	\$1,240	\$1,140	\$920
	<b>1/4 Page</b>	\$1,225	\$980	\$905	\$830	\$675
	<b>1/6 Page</b>	N/A	\$835	\$785	\$735	\$625

<b>Premiums:</b>	<b>Full page placement</b>	<b>Open rate</b>	<b>FREQUENCY DISCOUNTS</b>			
			<b>8-13 times</b> (20% discount)	<b>14-19 times</b> (26% discount)	<b>20-25 times</b> (32% discount)	<b>Every issue</b> (42% discount)
	<b>Cover 2 or 3</b>	\$4,270	\$3,415	\$3,160	\$2,900	\$2,350
	<b>Cover 4</b>	\$4,440	\$3,550	\$3,285	\$3,020	\$2,440

**Guaranteed position:** Add 20% to earned rate (minimum size 1/4 page)  
Based on availability — check with your accounts manager

**Discounts:** 15% Agency commission on earned ad rate to recognized ad agencies, net 30. Cannot be applied to guaranteed placement. Advertiser and advertising agency are jointly and severally liable for payment. The publisher will not release the advertising agency from liability even if a sequential liability clause is included in the contract, insertion order or purchase order.

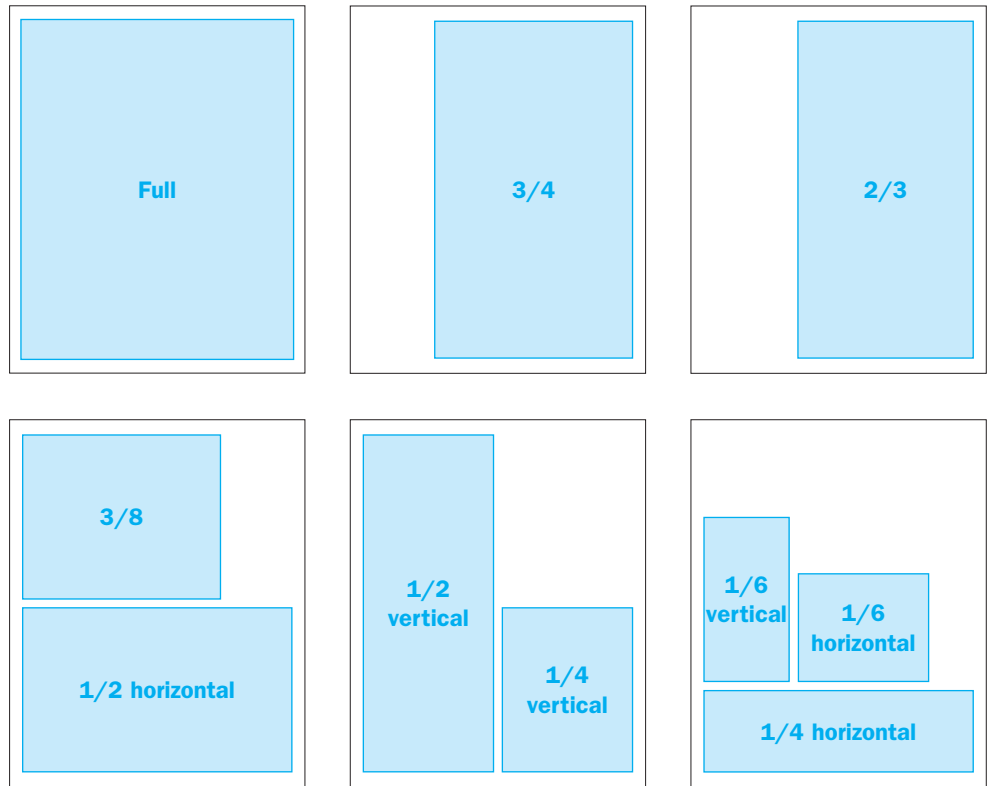
**Terms and conditions:**

1. A contract year begins with the date of the first insertion. Advertising ordered at a frequency discount, and not earned during the contract year, will be billed at earned rate (short rate). All verbal orders are considered binding unless cancelled in writing prior to the closing date for the reservation of the advertisement's placement.
2. Cancellations are not accepted after the closing date. Advertising copy from the most recently approved insertion will run if copy is not received by an issue's specified deadline. If there is no previous insertion, the client is liable for the cost of the unused contracted space; such space will be reallocated at the discretion of the publisher.
3. All invoices are due and payable within 30 days from date of invoice. Accounts not paid within 30 days are subject to a late payment finance charge computed at 1.5% per month (18% APR).
4. All new accounts must prepay their first ad. Credit is extended upon acceptance and approval of our credit application. A credit application must be submitted no later than two business days before issue closing. The publisher reserves the right to require prepayment on any account.
5. All advertising accepted is subject to publisher's approval regarding content and appearance. The quality of reproduction is contingent upon the quality of materials furnished.
6. Mainebiz is not responsible for reproduction or positioning if material is received after closing date.
7. The publisher is not liable for any errors in typeset by publisher following proof approval. In the event of any error, the publisher shall be liable for only that portion of the ad which may be in error. Written notice must be given within 10 days of publication.
8. Advertisers will be short rated if they do not fulfill the frequency required by the contract upon which their rates are based.
9. Advertiser and advertising agency are jointly and severally liable for payment. The publisher will not release the advertising agency from liability even if a sequential liability clause is included in the contract, insertion order or purchase order.

## Standard ad sizes:

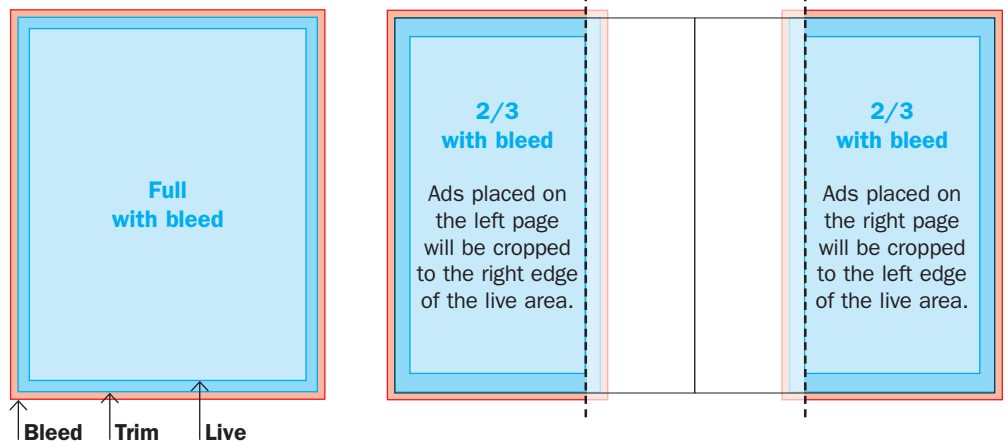
Standard ads do not touch the edges of the page. Ads must be built to the correct size.

Ad size	width × height
<b>Full</b>	9" × 11.25"
<b>3/4</b>	6.625" × 11.25"
<b>1/2 horizontal</b> <b>1/2 vertical</b>	9" × 5.5" 4.375" × 11.25"
<b>3/8</b>	6.625" × 5.5"
<b>1/4 horizontal</b> <b>1/4 vertical</b>	9" × 2.75" 4.375" × 5.5"
<b>2/3</b>	5.875" × 11.25"
<b>1/6 horizontal</b> <b>1/6 vertical</b>	4.375" × 3.625" 2.875" × 5.5"

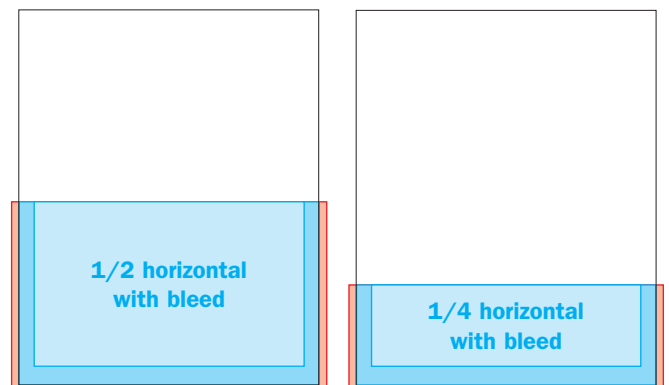


## Bleeding ad sizes:

These ads extend to the very edge of the page. Ads must be built to the correct size. Keep any important text within the live area to avoid content loss during trim.



Ad size	Live area	Trim	Bleed
<b>Full</b>	9.25" × 11.75"	10" × 12.5"	10.5" × 13"
<b>2/3 page</b>	5.875" × 11.25"	6.875" × 12.5"	7.375" × 13"
<b>1/2 horizontal</b>	9" × 5.5"	10" × 6.125"	10.5" × 6.375"
<b>1/4 horizontal</b>	9" × 2.75"	10" × 3.375"	10.5" × 3.625"



## Acceptable file formats:

1. "High Quality" or "Press Quality" PDFs are preferred. Any fonts must be embedded.
2. We work in the Adobe Creative Cloud on Mac OSX. We can accept native design files in Adobe InDesign, Illustrator or Photoshop. When sending native files, all images and fonts must be collected and sent with the file. We prefer that Photoshop files be sent as PDFs (please follow instructions for Photoshop below under fonts).

**Be sure to follow the guidelines below for all images and fonts.**

## Images:

(Note: See "To ensure print quality" for important printing considerations)

**File type:** TIFF or highest-quality JPEG

**Resolution: images/photos:**  
200 dpi

**Rasterized line art (including logos):**  
1200 dpi (at least 600 dpi)  
(Note: most Web images are only 72 dpi)

**Color mode: Color ads:**  
CMYK (no RGB or spot)

**Black and white ads:**  
All elements need to be grayscale

## Fonts:

**PDFs:** Make sure all fonts are embedded.

**Native files:** Include all fonts with the files.

**Photoshop:** It is important to avoid rasterizing type. The best way to do this is to maintain type layers (do not flatten). Save your file as a "High Quality" or "Press Quality" PDF. Most importantly, choose "Preserve Photoshop editing capabilities" and embed all fonts. You can minimize file size by flattening any non-type layers that may be in the file.

## To ensure print quality<sup>1</sup>

The quality of reproduction is contingent upon the quality of materials furnished. It is important to Mainebiz that your advertisement looks its best. To ensure quality reproduction we offer the following guidelines. If you have any questions please call Matt Selva, art director, at 207-761-8379 x330.

- Blacks and grays need to be made with only black ink, not a CMYK mix.
- Colored type or white type on top of color backgrounds or color images should be at least 9 points. Type below 9 points may not hold registration.
- At least 20% variation of color is recommended when representing contrasting tones.
- The total ink density of colors should not exceed 240%. Photos with areas above 240% ink density may lose fine detail in those areas.

**1 Mainebiz cannot hold its printer responsible for quality issues on ads that do not meet these minimum standards.**

## Hyperlinks in the Digital Edition

Any web address or URL within an ad will be automatically converted to a hyperlink in the digital edition of Mainebiz. The entire ad will not be linked—just the text of the web address or URL. The web address or URL will need to be in un-outlined text in order to be converted. A web address or URL flattened into an image or in text that has been changed to outlines will not be converted. If you have any questions please call Matt Selva, art director, at 207.761.8379 x330.

## File submission:

Ads 10mb or smaller can be sent to [adprod@mainebiz.biz](mailto:adprod@mainebiz.biz). Ads or materials larger than 10mb can be uploaded to our FTP using a dedicated FTP client such as FileZilla ([filezilla-project.org](http://filezilla-project.org)) with the following information:

**host:** 0350672.netsolhost.com  
**username:** mainebiz\_ads  
**password:** ma!n3bz

Please e-mail [adprod@mainebiz.biz](mailto:adprod@mainebiz.biz) when your files have finished uploading

**IMPORTANT:** Identify your ad in the subject of your e-mail. (Subject: issue date/company name/Mainebiz accounts manager). Also cc your accounts manager.



## First quarter

ISSUE	ADS DUE		LIST	EVENTS
1/9	12/28	FOCUS: Commercial Development <b>SPECIAL SECTION:</b> Five on the Future	LEED Certified Buildings	Forum: Five on the Future
1/23	1/11	FOCUS: Augusta/Waterville	Chambers of Commerce	
2/6	1/25	FOCUS: Greater Portland	Largest Private Employers	
2/20	2/8	FOCUS: Technology	Largest Patent Holders	
3/6	2/22	FOCUS: Western Maine	Public Companies Outside Maine/ Public Companies in Maine	
3/20	3/8	FOCUS: Wealth Management/Retirement <b>SPECIAL SECTION:</b> Business Leaders of the Year	ESOP Companies	On the Road: Portland

## Second quarter

ISSUE	ADS DUE		LIST	EVENTS
4/3	3/22	FOCUS: Real Estate/Construction/Design	Construction Firms/Projects	Forum: Women's Leadership
4/17	4/5	FOCUS: Banking/Finance	Banks/Credit Unions	On the Road: Norway/Bethel
4/24	3/29	<b>ANNUAL:</b> Healthy Business	Hospitals/Nursing Homes	
5/1	4/19	FOCUS: Global Economy	Import Export	Business Leaders of the Year Reception
5/15	5/3	FOCUS: Education/Training	Private Schools	On the Road: Boothbay
5/29	5/17	FOCUS: Lewiston/Auburn	State Employee Salaries	
6/12	5/31	FOCUS: Small Business	SBA/FAME Loans	Forum: Executive Insights
6/26	6/14	FOCUS: Energy	Power Plants	On the Road: Sanford

## Third quarter

ISSUE	ADS DUE		LIST	EVENTS
7/10	6/28	FOCUS: Southern Maine	Lobbyist Salaries	
7/17	6/21	<b>ANNUAL:</b> FactBook: Doing Business in Maine	Hotels/Meeting Facilities/ Tourist Attractions	
7/24	7/12	FOCUS: Real Estate/Construction/Design	Architects/Commercial Sales/ Commercial Leases	
8/7	7/26	FOCUS: Corporate Security <b>SPECIAL SECTION:</b> Women to Watch	Public Company Executive Salaries	
8/21	8/9	FOCUS: Greater Bangor	Nonprofits	
9/4	8/23	FOCUS: Startups/Entrepreneurship	MTI Loans/Woman-Owned Businesses	Women to Watch Reception
9/18	9/6	FOCUS: Health Care	Highest Paid Healthcare Executives	On the Road: Bar Harbor
9/25	8/30	<b>ANNUAL:</b> Giving Guide		

## Fourth quarter

ISSUE	ADS DUE		LIST	EVENTS
10/2	9/20	FOCUS: Northern Maine <b>SPECIAL SECTION:</b> The Next List	Business and Industrial Parks	Forum: CEO Breakfast
10/9		<b>ANNUAL:</b> Making it in Maine		
10/16	10/4	FOCUS: Midcoast and Downeast	Construction Projects	On the Road: Lewiston/Auburn
10/30	10/18	FOCUS: Transportation/Infrastructure INSERT: Best Places to Work in Maine	DOT projects	
11/13	11/1	FOCUS: Law	Law Firms	The Next List Reception
11/27	11/13	FOCUS: Banking/Finance	Accounting Firms	
12/11	11/29	FOCUS: HR/Recruitment	Colleges & Universities	Forum: Addiction in the Workplace
12/25	11/22	<b>ANNUAL:</b> Book of Lists		

## First quarter

ISSUE	ADS DUE		LIST	EVENTS
1/8	12/27	<b>SPECIAL SECTION:</b> Five on the Future	LEED Certified Buildings	
1/22	1/10	<b>FOCUS:</b> Commercial Development	Chambers of Commerce	Forum: Five on Future
2/5	1/24	<b>FOCUS:</b> Greater Portland	Brewers	
2/19	2/7	<b>FOCUS:</b> Communications & Technology	Largest Private Employers	
3/5	2/21	<b>FOCUS:</b> Health Care	Hospitals / Nursing homes	
3/19	3/7	<b>SPECIAL SECTION:</b> Business Leaders of Year	Family Owned Businesses	On the Road: Portland

## Second quarter

ISSUE	ADS DUE		LIST	EVENTS
4/2	3/21	<b>FOCUS:</b> Banking/Finance	Banks / Credit Unions	Forum: Women's Leadership
4/16	4/4	<b>FOCUS:</b> Real Estate/Construction/Design	Construction Firms / Construction Projects	On the Road: Berwick
4/30	4/18	<b>FOCUS:</b> Central & Western Maine	Public Companies Outside Maine / Public Companies in Maine	
5/14	5/2	<b>FOCUS:</b> Wealth Management/Retirement	ESOPs	BLOY Reception
5/28	5/16	<b>FOCUS:</b> Lewiston/Auburn	State Employee Salaries	On the Road: Rockland
6/11	5/30	<b>FOCUS:</b> Small Business	SBA / FAME Loans	Forum: Executive Insights
6/25	6/13	<b>FOCUS:</b> Energy	Power Plants	On the Road: Caribou

## Third quarter

ISSUE	ADS DUE		LIST	EVENTS
7/9	6/27	<b>FOCUS:</b> Southern Maine	Lobbyist Salaries	
7/23	7/11	<b>FOCUS:</b> Real Estate/Construction/Design	Architects / Commercial Sales	
7/30	6/22	<b>ANNUAL:</b> FactBook: Doing Business in Maine <b>SPECIAL SECTION:</b> Meetings Guide	Hotels / Meeting Facilities / Tourist Attractions	
8/6	7/25	<b>SPECIAL SECTION:</b> Women to Watch	Public Company Executive Salaries	
8/20	8/8	<b>FOCUS:</b> Greater Bangor & Northern Maine	Import Export	
9/3	8/22	<b>FOCUS:</b> Startups/Entrepreneurship	MTI Loans / Women Owned Businesses	W2W Reception
9/17	9/5	<b>FOCUS:</b> Health Care	Highest Paid Healthcare Execs	On the Road: Bethel
9/24	8/29	<b>ANNUAL:</b> Giving Guide	Nonprofits	

## Fourth quarter

ISSUE	ADS DUE		LIST	EVENTS
10/1	8/17	<b>ANNUAL:</b> Making it in Maine		
10/1	9/19	<b>SPECIAL SECTION:</b> The Next List	Business & Industrial Parks	Forum: CEO Breakfast
10/15	10/3	<b>FOCUS:</b> Midcoast & Downeast Maine	Private Schools	On the Road: Bangor
10/29	10/17	<b>FOCUS:</b> Transportation/Infrastructure <b>INSERT:</b> Best Places to Work in Maine	DOT Projects	
11/12	10/31	<b>FOCUS:</b> Law	Law Firms	The Next List Reception
11/26	11/13	<b>FOCUS:</b> Banking/Finance	Accounting Firms	
12/10	11/28	<b>FOCUS:</b> HR/Recruitment	Colleges & Universities	Forum: TBD
12/24	11/21	<b>ANNUAL:</b> Book of Lists		