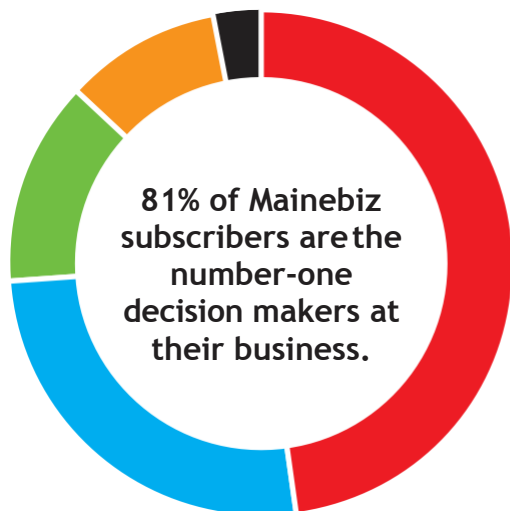


Mainebiz

MAINE'S BUSINESS NEWS SOURCE

We are the only audited, statewide, subscription-based business publication in Maine.

Mainebiz provides access to Maine's business decision makers.



48% Chief Executives

Owner, partner, president, CEO



10% Managers

Divisional and/or department heads



26% Senior Executives

Vice president or other executive title



3% Other business titles



13% Professionals



76% are between 40-59

Mainebiz subscribers are well-educated and highly affluent.



85% are college graduates



26% have post graduate degrees

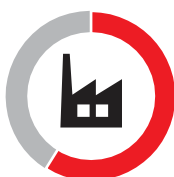
Median household income: \$164,433



All Mainers: \$50,826



91% own their home
All Mainers: 72%



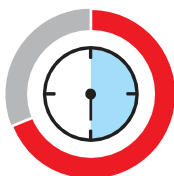
59% own their company's building



The Mainebiz audience is engaged.



85% of Mainebiz readers spend 15 minutes or more reading each issue



69% of Mainebiz readers spend 30 minutes or more reading each issue

Average number of Mainebiz readers per issue is 4.1



SOURCES: 2016–2021 Audit and Readership Study; *Mainebiz Fact Book 2019*

2022 Planning Calendar Revised as of 01/10/22, subject to change

First quarter

ISSUE	ADS DUE		LIST	EVENTS
1/10	12/29	SPECIAL SECTION: Economic Forecast	Public / Private Employers	
1/24	1/12	FOCUS: Southern Maine	Residential Mortgage Lenders	Forum: 5 on the Future — An Economic Forecast for Maine
2/7	1/26	FOCUS: Commercial Development	Commercial Sales / Commercial Leases	
2/21	2/9	FOCUS: Wealth Management / Retirement	Investment Advisors	
3/7	2/23	FOCUS: Workplace Transformation	Architects	On the Road: Biddeford
3/21	3/9	SPECIAL SECTION: Business Leaders of the Year	ESOPs	On the Road: Damariscotta

Second quarter

ISSUE	ADS DUE		LIST	EVENTS
4/4	3/23	FOCUS: Banking / Finance / Insurance	Banks / Bank market share	
4/18	4/6	FOCUS: Hospitality / Tourism	Hotels	Business Leaders of the Year
5/2	4/20	FOCUS: Real Estate / Construction / Engineering	Construction Firms / Construction Projects	Forum: Women's Leadership
	3/14	ANNUAL: Work for ME	Schools / Universities	
5/16	5/4	FOCUS: Small Business	SBA Loans / FAME loans	
5/30	5/19	FOCUS: Corporate Responsibility	B-Corps	
6/13	6/1	FOCUS: Lewiston / Auburn / Western Maine	Farm Subsidies	Forum: Healthcare
6/27	6/15	FOCUS: Business of Cannabis	Cannabis Companies	On the Road: Dover-Foxcroft
	5/12	INSERT: Startup Hub		

Third quarter

ISSUE	ADS DUE		LIST	EVENTS
7/11	6/29	FOCUS: Augusta / Waterville / Central Maine	Entertainment and Sporting Venue	
7/25	7/13	FOCUS: Real Estate / Construction / Engineering	Engineers	On the Road: Machias
8/1	6/9	ANNUAL: Fact Book — Doing Business in Maine		
8/8	7/27	SPECIAL SECTION: Women to Watch	Women Owned Businesses	
8/22	8/10	FOCUS: Greater Bangor / Northern Maine	Industrial Parks	Forum: Small Business
9/5	8/24	FOCUS: Startups / Entrepreneurship	MTI Loans	
9/19	9/7	FOCUS: Health Care / Wellness	Hospitals / Nursing and Assisted Living Homes	Women to Watch Reception
9/26	8/10	ANNUAL: Giving Guide	Foundations / Nonprofits	

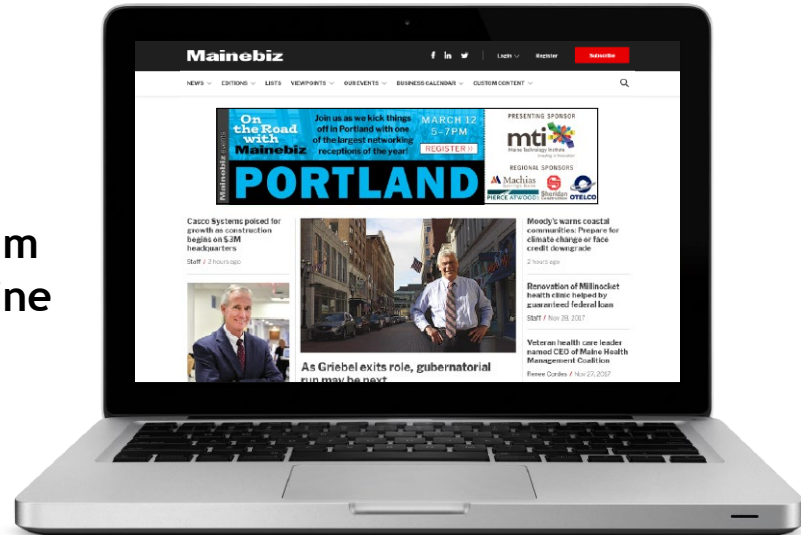
Fourth quarter

ISSUE	ADS DUE		LIST	EVENTS
10/3	9/21	SPECIAL SECTION: NextUp: 40 Under 40	Accounting Firms	Forum: CEOs — 60 Ideas in 60 Minutes
10/17	10/5	FOCUS: Midcoast / Downeast Maine INSERT: Best Places to Work	Breweries	
10/31	10/19	FOCUS: Family Owned Business	Family Owned Business	NextUp: 40 Under 40
11/14	11/2	FOCUS: Law	Law Firms	
11/28	11/16	FOCUS: Banking / Finance / Insurance	Credit Unions	Forum: Bangor CEOs — 60 Ideas in 60 Minutes
12/12	11/30	FOCUS: Manufacturing	Manufacturing	
12/26	11/19	ANNUAL: Book of Lists		

Mainebiz website

mainebiz.biz

Designed to give advertisers maximum results, and give users a valuable online experience, Mainebiz.biz provides advertisers with high-performing digital ad opportunities they can trust:



1. Optimize align your brand with credible content

Mainebiz adds unique local news and informational content multiple times a day that provides immeasurable value to both the user and the advertiser. Advertisers want to be seen as part of a credible, reliable information source online.

2. An engaged audience

Mainebiz.biz attracts a desirable audience for b2b marketers that wants and needs to know about local business news happening in Maine. For us and our advertisers, it's not about big numbers of users, it's about the quality of the user: who they are, how often they come back, how engaged and interactive they are.

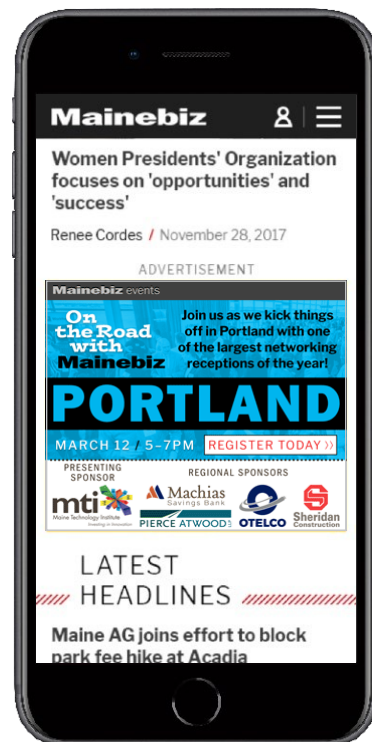
3. Regular reports

Advertisers receive quarterly reports on their digital ad campaign performance, and how it compares to other campaigns on the site.

4. Unique opportunities

Along with high-performing banner ads, advertisers have other options including

- Premium positions
- Sponsored content
- Print, enews and online packages



Our audience grew 12% in 2020.

Average number of users (unique visitors) per month: 90,000

Average monthly ad impression inventory: **450,000**

We recommend 10% share of voice, which is equivalent to 45,000 impressions per month

NOTE: We support rich media ads (animation and videos) and third-party ad servers.

Rates are per insertion

FREQUENCY DISCOUNTS

Full color:

Ad size	Open rate	8-13 times (20% discount)	14-19 times (26% discount)	20-25 times (32% discount)	Every issue (42% discount)
Two Page Spread	\$6,790	\$5,435	\$5,025	\$4,620	\$3,940
Full Page	\$3,500	\$2,800	\$2,590	\$2,380	\$2,030
3/4 Page	\$2,965	\$2,375	\$2,195	\$2,020	\$1,720
2/3 Page	\$2,750	\$2,200	\$2,035	\$1,870	\$1,595
1/2 Page	\$2,290	\$1,830	\$1,695	\$1,560	\$1,330
3/8 Page	\$1,725	\$1,380	\$1,275	\$1,175	\$995
1/4 Page	\$1,260	\$1,010	\$935	\$860	\$730
1/6 Page	N/A	\$860	\$810	\$755	\$640

FREQUENCY DISCOUNTS

Premiums:

Full page placement	Open rate	8-13 times (20% discount)	14-19 times (26% discount)	20-25 times (32% discount)	Every issue (42% discount)
Cover 2 or 3	\$4,400	\$3,515	\$3,255	\$2,990	\$2,550
Cover 4	\$4,575	\$3,655	\$3,380	\$3,110	\$2,650

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.

Online Rates and Technical Specifications #19

mainebiz.biz

Effective January 1, 2022

Online advertising at mainebiz.biz

Mainebiz.biz has an average of 90,000 unique users per month. Advertisers provide all three ad sizes that will rotate on the site until the number of paid ad impressions is reached each month. The sizes are leaderboard, medium rectangle and half page (see tech specs below). The ads will reach both mobile and desktop/tablet users. Half page ads and rectangle ads on the right side of select pages will scroll with the reader.

Here's a sampling of options for online campaigns

Monthly impressions	1-3 months (per month)	4-6 months (per month)	7-12 months (per month)
45,000*	\$1,800	\$1,575	\$1,350
60,000	\$2,400	\$2,100	\$1,800
75,000	\$3,000	\$2,625	\$2,250
90,000	\$3,600	\$3,150	\$2,700

Calculate your customized buy using these CPM rates:

1-3 months	4-6 months	7-12 months
\$40 per CPM	\$35 per CPM	\$30 per CPM

*45,000 is the minimum buy per month

Premium Positions

Ask your account manager about our online premium positions including:

- Smartphone crawler
- Billboard
- Lightbox
- Shoutbox

Technical specifications

Sizes and formats:

SIZES: All 3 ad sizes must be supplied

leaderboard: 728x90 pixels

medium rectangle: 300x250 pixels

half page: 300x600 pixels

We also highly recommend:

super leaderboard: 970x90 pixels

FILE SIZE: 40kb for all ad sizes

FORMAT: JPG, GIF, PNG, or packaged HTML5 files

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

Third-party ad servers: We support third party ad servers including Atlas and DoubleClick. 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 prior to its start.

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

The screenshot shows the mainebiz website interface. At the top, there's a navigation bar with 'Mainebiz' logo and social media icons. Below it, a 'leaderboard or super leaderboard' ad is displayed. The main content area features a news article titled 'As Griebel exits role, gubernatorial run may be next' dated November 8, 2017. The article includes a photo of R. Nelson 'Oz' Griebel and text by Gregory Seay. On the right side, there are three ad slots: a 'medium rectangle' ad, a 'half page' ad, and another 'medium rectangle' ad. At the bottom right, there's a 'Most Popular' section with small article thumbnails.

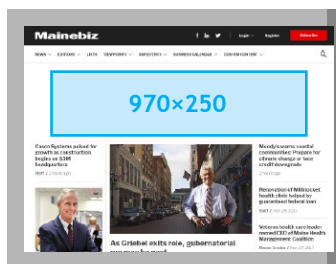
Please contact Matt Selva at mselva@mainebiz.biz or 207.761.8379 x330 if you have any questions about how to set up your file.

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.

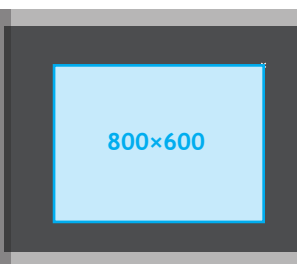
Effective September 1, 2021



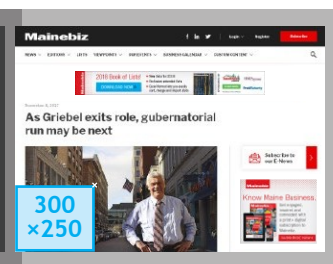
Mobile Crawler



Billboard



Lightbox/Takeover



Shoutbox

Description / tech specs	Mobile Crawler	Billboard	Lightbox/Takeover	Shoutbox
Description / tech specs	A 320x100 pixel ad locked to the bottom of mobile pages. May be animated for a maximum of 3 loops or 15 seconds.	A 970x250 pixel ad between the top navigation bar and editorial content on the page. May be animated for a maximum of 3 loops or 15 seconds.	An 800x600 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. May be animated for a maximum of 3 loops or 15 seconds.	A 300x250 ad slides into view at the bottom of the browser window from the left side. May be animated for a maximum of 3 loops or 15 seconds.
Placement	The crawler appears on the first page of a user's visit (entry page) and remains until they close the ad or go to another page.	The billboard appears on all section fronts in the main navigation bar, as well as the home page, 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).
Premium features	Strategic placement: Placed to reach the full Mainebiz.biz mobile audience; Page dominant: High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled; Exclusive: Option for only one mobile crawler advertiser during a given time period.	Strategic placement: Placed on primary Mainebiz.biz navigation pages; Page dominant: High visibility. Ad inserted between navigation bar and editorial content; Exclusive: Only one billboard advertiser during a given time period.	Strategic placement: Placed to reach the full Mainebiz.biz audience. (Includes all devices except smartphones); Page dominant: High visibility. Page content is dimmed until ad closes.; Exclusive: Only one lightbox advertiser during a given time period.	Strategic placement: Placed to reach the full Mainebiz.biz audience. (Includes all devices except smartphones); Page dominant: High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled; Exclusive: Only one shoutbox advertiser during a given time period.
Estimated* monthly views	40,000 mobile page views per month, per advertiser	17,000 page views per month, per advertiser	40,000 (Will reach approximately 90% of the site's non-mobile monthly users)	35,000 (Will reach approximately 90% of the site's non-mobile monthly users)
Platform / Duration of views and user limits	Mobile only / Remains on first page of visit until user closes the ad or goes to another page.	Desktop and tablet (not mobile) / Remains on page—cannot be closed. No user based limits.	Desktop and tablet (not mobile) / 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.	Desktop and tablet (not mobile) / 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.

Mobile premium position rates

	Exclusive (per month)	Non exclusive, limit 2 (per month)
Mobile	\$1,995	\$1,120

Desktop and tablet premium position rates

	Per Month	Per Week
Billboard	\$2,450	\$850
Lightbox/Takeover	\$2,650	\$925
Shoutbox	\$2,250	\$785

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

Technical specifications::

FILE SIZE:
256kb maximum for each image file

FORMAT:
JPG, GIF, PNG, HTML5, or third party ad server tags

ANIMATION: Ads may include animation with a maximum of three loops or 15 seconds.

VIDEO: We can deliver supplied HTML5 video ads on Mainebiz.biz

We can also accept video files in these file formats to incorporate into in-banner video ads on our website: 3GP, F4V, FLV, M4V, MOV, MP4, MPG or WMV with a maximum file size of 200mb

If you have a video hosted on YouTube, Vimeo, or through another third-party streaming service, we recommend using the landing page for that video as the click-through of your banner ads.