

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. Opportunity to 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.

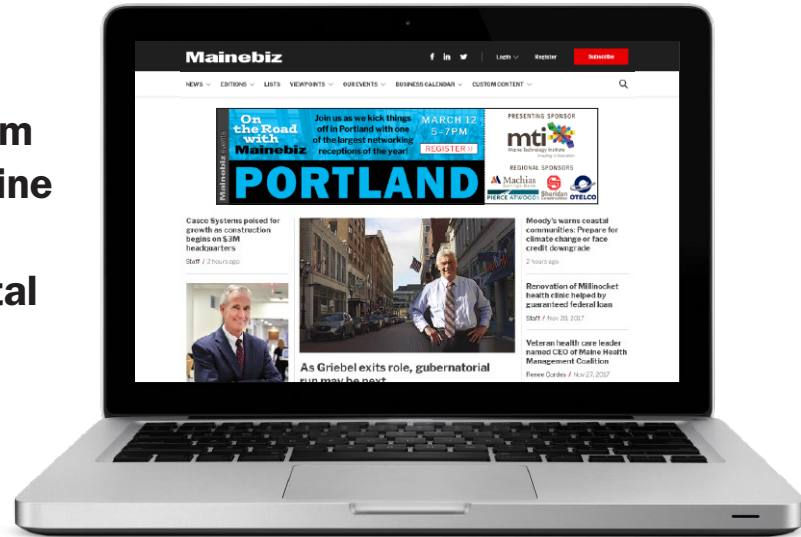
3. Regular reports

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



Average number of users (unique visitors) per month: 100,000

Average monthly ad impression inventory: 450,000

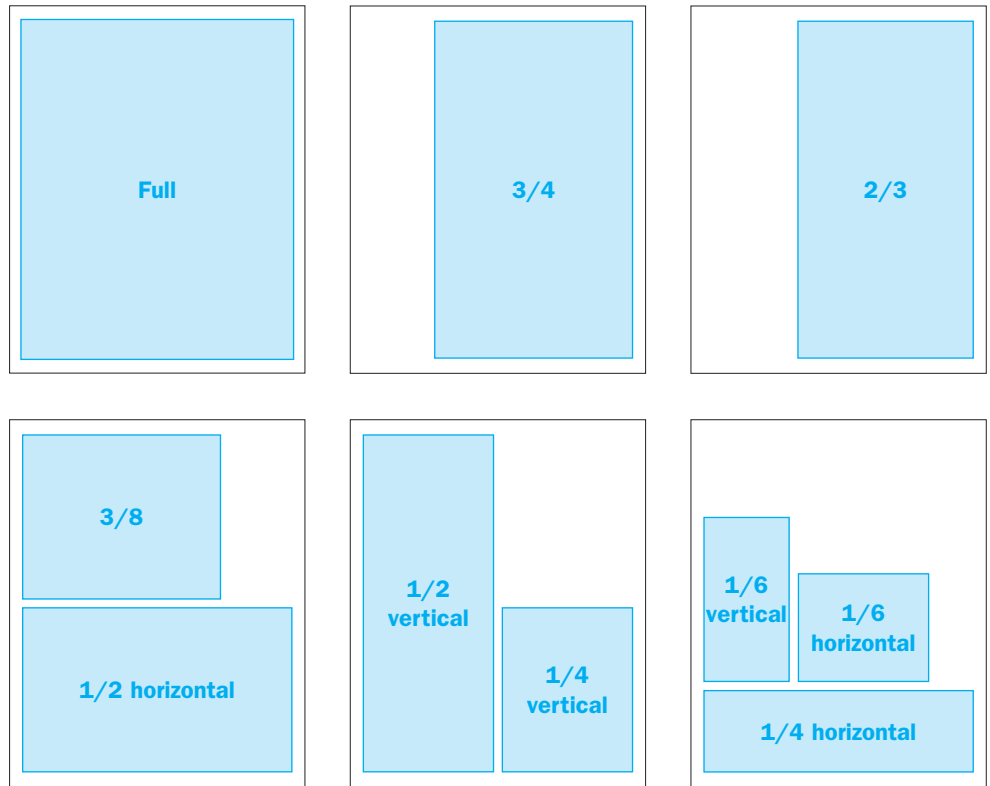
We recommend 10% share of voice, which is equivalent to 45,000 impressions per month

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

Standard ad sizes:

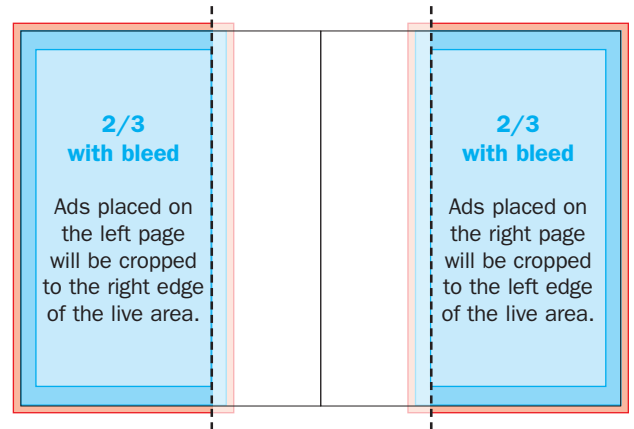
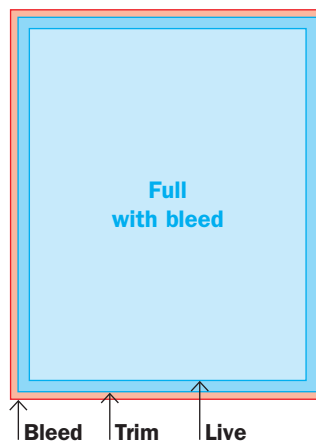
Standard ads do not touch the edges of the page. Ads must be built to the correct size.

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

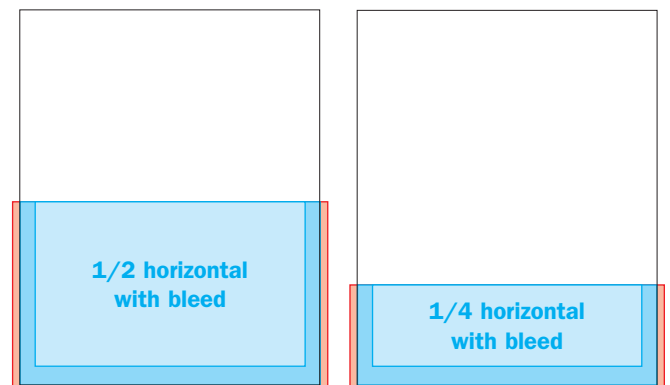


Bleeding ad sizes:

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
Full	9.25" × 11.75"	10" × 12.5"	10.5" × 13"
2/3 page	5.875" × 11.25"	6.875" × 12.5"	7.375" × 13"
1/2 horizontal	9" × 5.5"	10" × 6.125"	10.5" × 6.375"
1/4 horizontal	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 quality¹

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. Ads or materials larger than 10mb can be uploaded to our FTP using a dedicated FTP client such as FileZilla (filezilla-project.org) with the following information:

host: 0350672.netsolhost.com
username: mainebiz_ads
password: ma!n3bz

Please e-mail 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.

Mainebiz Honoree Award Programs

Part of our mission at Mainebiz is to recognize and celebrate outstanding performance and contributions by business leaders in Maine. Each year we seek nominations for these awards from the business community and the honorees we choose set the standard of doing business in Maine. Our award winners are then recognized in a cover story or special edition within an issue of Mainebiz followed by a reception in their honor, which the business community is invited to attend.



BUSINESS Leaders OF THE YEAR **APRIL:** Mainebiz recognizes three business leaders, from a small, large, and nonprofit company respectively, for achieving a major milestone or accomplishment that year.



WOMEN TO WATCH **SEPTEMBER:** Mainebiz honors top-notch executives, women whose daily work strengthens their organizations and by extension, Maine's economy.



NextUp 40 UNDER 40 **NOVEMBER:** This special award recognizes outstanding young leaders who are shaking up the Maine business community and leading us into the future.

SPONSORSHIP BENEFITS:

Exclusivity

- Limited to five sponsors per issue/event¹ in order to maximize each sponsor's visibility and preserve value, assigned on a first-come basis
- All sponsors have industry/category exclusivity, assigned on a first-come basis²

Pre-issue and event marketing and promotion

Sponsor name and/or logo included in all marketing efforts which includes:

- Call for nominations:** nominations will be open for at least 8 weeks for each honoree awards program and will be promoted via
- Print ads, online ads and social media.
 - Email blasts will be sent out to solicit nominations at least three times.
 - Press releases to the media and business organizations

Promotion of the issue and event: as soon as nominations are closed, the issue and event date will be promoted via

- Print ads, online ads and social media.
- In at least 10 social media posts (social media audience of 12,000)
- Email blasts will be sent out to promote attendance to the event at least three times.
- Press releases to the media and business organizations

In the issue

The sponsor will be visible in the print and digital issue with:

- A full page/full color ad, which has a direct link to sponsor URL in the digital edition
- Sponsor logo on the cover of the issue
- Sponsor will receive up to 50 copies of the print issue and a link to the digital issue

At the reception

In addition to marketing efforts noted above:

- 10 tickets to the event to be used for sponsor staff or guests
- Sponsor logo on signage at the event
- Recognition from the podium at the event
- Sponsor representative may address the attendees for up to one minute
- Sponsor representative may assist in the presentation of the awards
- Sponsor may distribute gifts and handouts to event attendees, and/or provide a door prize(s)
- Sponsor may have an exhibit booth/table at the event
- Sponsor may display signage at the event

Post-reception

- List of attendees provided to sponsor after the event

2023 Sponsorship Package (per sponsor):

\$7,750 **\$8,995**
for NextUp

¹ Limited to four sponsors for NextUp: 40 Under 40

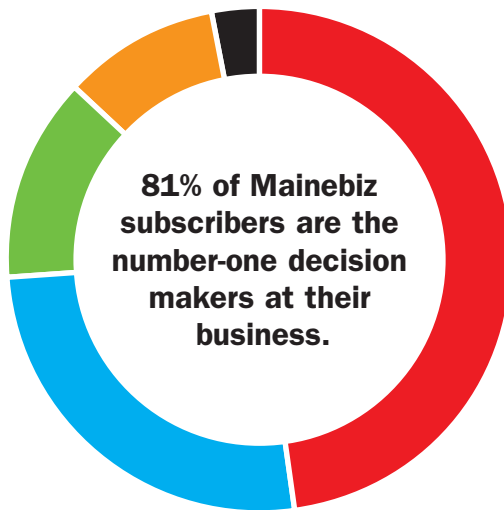
² Please check with your account manager for availability. Multiple year packages are available. Sponsors have the right of first renewal from year to year.

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

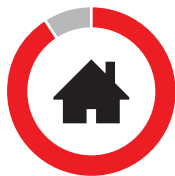


26% have post graduate degrees

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*

Six forums that bring together Maine's best to share their expertise, insight, knowledge and experience on a variety of topics that business owners and managers need to know more about, while providing **quality networking opportunities**.

Mainebiz FORUM

5 ON THE FUTURE

AN ECONOMIC OUTLOOK FOR MAINE

JANUARY: A panel of Maine CEOs and leaders discuss how they see the marketplace performing in the coming year. They will identify leading economic indicators, opportunities, and challenges for Maine's future.

Mainebiz FORUM

women's LEADERSHIP

MAY: A panel of women executives provide their unique experience and perspective on leadership, discussing ideas and solutions as it relates to the forum's theme.

Mainebiz FORUM

health care

JUNE: A panel of experts provide insight and expertise while discussing a topical idea related to healthcare issues affecting businesses and business owners.

Mainebiz FORUM

SMALL business

AUGUST: Join us for an event featuring business experts, local business owners, and professionals as they explore a range of challenges facing small businesses and startups.

Mainebiz FORUM

CEO BREAKFAST

OCTOBER: Get the inside view from local CEOs on how they manage their business and their lives. Each CEO will share and discuss 10 ideas that have helped them succeed. You'll find their ideas and their stories informative and inspiring.

Mainebiz FORUM

BANGOR CEO BREAKFAST

NOVEMBER: Get the inside view from local Bangor-region CEOs on how they manage their business and their lives. Each CEO will share and discuss 10 ideas that have helped them succeed. You'll find their ideas and their stories informative and inspiring.

FORUM SPONSORSHIP BENEFITS:

Exclusivity:

- Every forum is limited to five sponsors in order to maximize each sponsor's visibility and preserve value, assigned on a first-come basis
- All sponsors for each forum event have industry/category exclusivity, assigned on a first-come basis

Pre-event Marketing:

- Sponsor receives a full page, color ad to run in one issue of their choice
- Sponsor logo on print ads in Mainebiz (3-4 issues)
- Sponsor logo on digital ads on Mainebiz.biz and in email newsletters
- Sponsor logo on email invitations (at least 3)
- Sponsor logo and link on event web page
- Sponsor logo on registration confirmation page
- Sponsor name in press releases sent to media outlets statewide
- Sponsor name in social media posts (at least 10)
- Sponsor will receive preliminary list of attendees one week prior to event

At the Event:

- Sponsor may have up to 10 comp tickets to the forum they are sponsoring
- Representative from sponsor may address the attendees at the forum
- Sponsor representative has a seat at the publisher's table with the panelists
- Sponsor may have a table or exhibit booth at the forum and may display signage
- Sponsor logo on event signage
- Sponsor logo on event program
- Sponsor may provide handouts and giveaways for attendees and/or provide a door prize at the forum.

Post Event:

- Sponsor will receive final list of attendees after the event
- Sponsors have the right of first refusal from year to year.

Forum Sponsorship Package (per forum): \$5,695

First quarter

ISSUE	ADS DUE		LIST	EVENTS
1/9	12/28	SPECIAL SECTION: Economic Forecast	Public / Private Employers	
1/23	1/10	FOCUS: Southern Maine	Residential Mortgage Lenders	Forum: 5 on the Future — An Economic Forecast for Maine
2/6	1/25	FOCUS: Commercial Development	Commercial Sales / Commercial Leases	
2/20	2/8	FOCUS: Wealth Management / Retirement	Investment Advisors	On the Road: Scarborough
3/6	2/22	FOCUS: Emerging Industries	Cannabis Companies	On the Road: Skowhegan
	2/2	INSERT: Startup Hub		
3/20	3/8	SPECIAL SECTION: Business Leaders of the Year	ESOPs	

Second quarter

ISSUE	ADS DUE		LIST	EVENTS
4/3	3/22	FOCUS: Banking / Finance / Insurance	Banks / Bank Market Share	Business Leaders of the Year
4/17	4/5	FOCUS: Real Estate / Construction / Engineering	Construction Firms / Construction Projects	
5/1	4/19	FOCUS: Hospitality / Tourism	Hotels	Forum: Women's Leadership
5/8	3/14	ANNUAL: Work for ME		
5/15	5/3	FOCUS: Small Business	SBA Loans / FAME loans	On the Road: Presque Isle
5/29	5/17	FOCUS: Locally Grown	Farm Subsidies	
6/12	5/31	FOCUS: Lewiston / Auburn / Western Maine	B-Corps	Forum: Healthcare
6/26	6/13	FOCUS: Higher Education and Professional Development	EMT and Paramedic Training Institutions	On the Road: Brewer

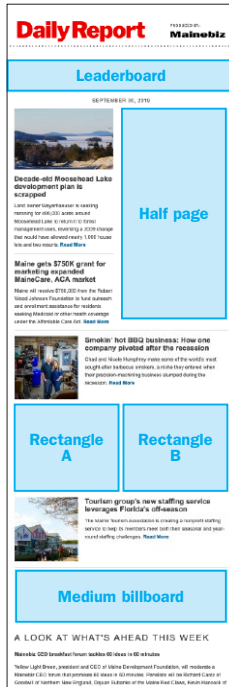
Third quarter

ISSUE	ADS DUE		LIST	EVENTS
7/10	6/27	FOCUS: Augusta / Waterville / Central Maine	Entertainment and Sporting Venue	
7/24	7/12	FOCUS: Real Estate / Construction / Engineering	Engineers / Architects	On the Road: Augusta
8/7	7/26	SPECIAL SECTION: Women to Watch	Women Owned Businesses	
8/21	8/9	FOCUS: Greater Bangor / Northern Maine	Industrial Parks	Forum: Small Business
8/28	7/5	ANNUAL: Fact Book — Doing Business in Maine		
9/4	8/23	FOCUS: Startups / Entrepreneurship	MTI Loans	
9/18	9/6	FOCUS: Health Care / Wellness	Hospitals / Nursing and Assisted Living Homes	Women to Watch Reception
	8/3	INSERT: SeniorSmart		
9/25	8/7	ANNUAL: Giving Guide	Foundations / Nonprofits	On the Road: Kennebunk

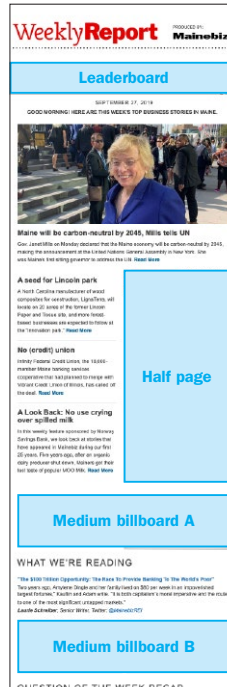
Fourth quarter

ISSUE	ADS DUE		LIST	EVENTS
10/2	9/20	SPECIAL SECTION: NextUp: 40 Under 40	Accounting Firms	60 Ideas in 60 Minutes: Portland
10/16	10/3	FOCUS: Midcoast / Downeast Maine	Private Schools	
10/30	10/18	FOCUS: Family Owned Business	Family Owned Business	Next Up: 40 Under 40
		INSERT: Best Places to Work in Maine		
11/13	10/31	FOCUS: Law	Law Firms	
11/27	11/14	FOCUS: Banking / Finance / Insurance	Credit Unions	
12/11	11/29	FOCUS: Manufacturing	Manufacturers	60 Ideas in 60 Minutes: Bangor
12/26	11/21	ANNUAL: Book of Lists		

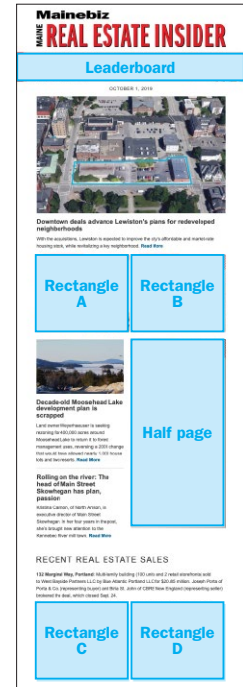
DAILY REPORT



WEEKLY REPORT



REAL ESTATE INSIDER



Frequency	Delivered to subscriber inboxes every business day by noon	Delivered to subscriber Inboxes every Friday by 9:00 am	Delivered to subscriber Inboxes every Tuesday and Thursday by 6:30 am
Content format	Current business news stories, business data, and info on local business events	A review of the week's most important and most read stories	The week's commercial real estate sales transactions, real estate news, leases and commercial development stories
Audience	9,500 subscribers	10,500 subscribers	8,500 subscribers
Audience engagement	39% average open rate 87% readership	40% average open rate 87% readership	41% average open rate 82% readership
Advertising options	Choose one of five ad positions per day, one day a week, category exclusive	Choose one of four ad positions per week, category exclusive	Choose one of six ad positions per day, one day a week
Mobile version	Uses responsive design and custom ad size better suited for smaller screens	Uses responsive design and custom ad size better suited for smaller screens	Uses responsive design and custom ad size better suited for smaller screens
Billing	Billed by the month, frequency discounts available	Billed by the month, frequency discounts available	Billed by the month, frequency discounts available