

500,000 people will read *Out & About* this visitor season.

It's a real bargain to reach them.

Who are these 500,000 people and how do they find *Out & About*?

Newspaper Readers - On May 24, June 28, August 2, and September 6, 150,000 readers will enjoy *Out & About* in their local newspapers, *The Ellsworth American*, Maine's largest weekly newspaper, and the *Mount Desert Islander*, the weekly newspaper covering Maine's favorite tourist destination.

Visitors - 530 outlets in Downeast Maine, including inns, B&Bs, motels, campgrounds, restaurants, retail business outlets and Chambers of Commerce in Ellsworth, Machias, Calais, Bucksport, Bar Harbor, Mount Desert and the Maritimes, offer *Out & About* free to visitors. These copies of *Out & About* deliver your advertising message to another 350,000 customers.



2012 Publication Schedule

Issue	Circulation Period	Ad Deadline
1	Memorial Day Weekend - June 27	April 25
2	June 28 - July 26	May 30
3	August 2 - August 30	July 3
4	Sept. 6 - Columbus Day Weekend	August 8

Order a Spec Ad today - IT'S FREE!

What is "cost per thousand"?



Advertising design is always free. Let us create an advertising campaign that will draw those 500,000 potential customers right to your door!

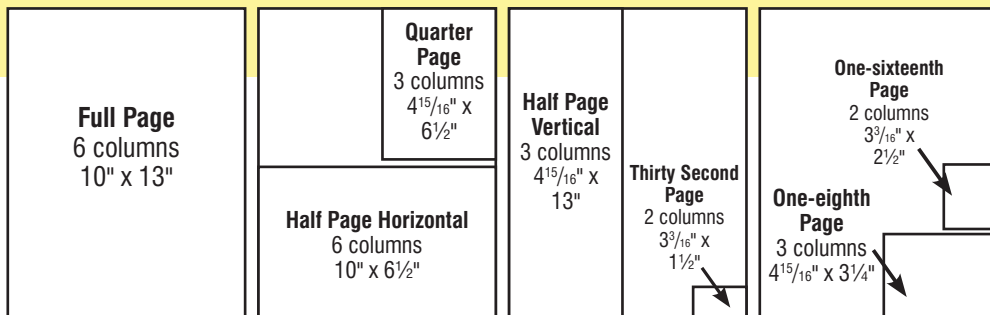
The advertising investment to reach 1,000 customers.

Like most publications, each of the 200,000 copies of *Out & About* is read by more than one person. Our research indicates that, on average, each issue of *Out & About* is enjoyed by 2.5 readers. Therefore, 200,000 copies, each read by 2.5 individuals, equals 500,000 total readers. By advertising in all four issues, 500,000 readers will see your ad during the summer and autumn seasons.

Cost per thousand is the only way to accurately compare advertising investments from one publication to another.

For example, a \$1,000 ad campaign in *Out & About* reaches 500,000 customers. $\$1,000 \div 500 = \2 per 1,000 customers.

Out & About Available sizes, rates and discounts



Available Ad Sizes

Ad cost at open rate

Full	\$2,350.00
Half	\$1,200.00
Quarter	\$600.00
Eighth	\$325.00
16th	\$160.00
32nd	\$100.00

Businesses with current advertising package plans save up to 40% off the open rate				
12-month package discount	6-month package discount	3-month package contract	À la carte contract discount	
Save 40%	Save 30%	Save 20%	Save 15%	
Save 40%	Save 30%	Save 20%	Save 15%	
Save 40%	Save 30%	Save 20%	Save 15%	
Save 40%	Save 30%	Save 20%	Save 15%	
Save 40%	Save 30%	Save 20%	Save 15%	

Full color - \$300 per issue (free for full-page advertisers)
3% prompt pay discount when paid by the 15th of the month.
5% prepayment discount.

Let us help you develop a campaign that works for your budget.



YES!

I want to reach 500,000 customers this summer... *while they are here*, not before or after they visit! *Don't wait; the first ad deadline is April 25.*

Business Name _____

My Name _____

Address _____

My Phone _____ Fax _____

E-mail _____

Clip and mail or fax to

The Ellsworth American.

30 Water Street, Ellsworth, ME 04605
Tel. (207) 667-2576 • FAX (207) 667-3431
E-mail: jclark@ellsworthamerican.com

Mount Desert **Islander**

310 Main Street, Bar Harbor, ME 04609
Tel. (207) 288-0556 • FAX (207) 288-0559
E-mail: jclark@ellsworthamerican.com