

# BELFAST

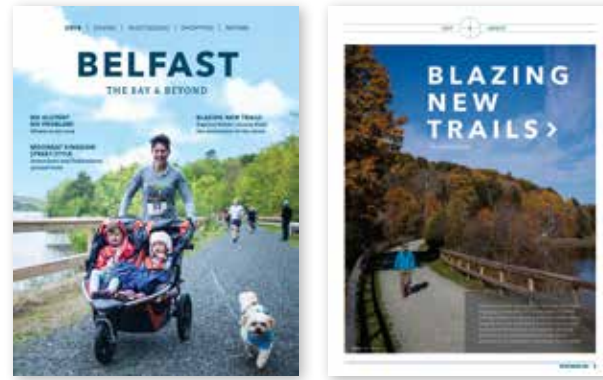
THE BAY & BEYOND



## WHAT'S INSIDE FOR 2019:

- 2019 Rate Card
- How to Submit Directory & Calendar Listings
- Ad Specifications + How to Submit Your Ad
- Important Dates & Deadlines
- » **Final deadline: Wednesday, 11/21/2018**

72 pages of compelling articles, useful directories and helpful regional maps



### Wide Distribution

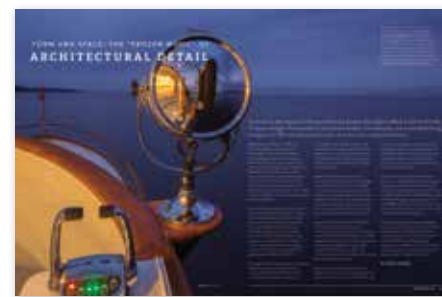
**Total Circulation: 27,500**

- Chambers of Commerce and Visitors Bureaus throughout Maine
- AAA offices in southern Maine
- Portland and Bangor Jetports
- All seven Maine State Information Centers
- Businesses throughout the Midcoast
- Online Flipbook

### Editorial Sections

#### FEATURE ARTICLES

Breaks down what to see, do and know throughout Waldo County and beyond



#### FOOD FOCUS

Spotlight on good eats, great drinks and dishes, spots and ingredients not to miss



PLUS sophisticated advertorials that allow you to craft your own messages and engage more readers



## Who Can Advertise

To advertise in the 2019 Belfast The Bay & Beyond Magazine, **you must be a Belfast Area Chamber of Commerce member in good standing.** Please visit [belfastmaine.org](http://belfastmaine.org) or call the Chamber office at 207-338-5900 for membership information.

## Important Dates & Deadlines

▶ **WEDNESDAY, 11/21/18 (FINAL DEADLINE DATE FOR ALL ITEMS):**

- » FINAL Advertising and Payments DEADLINE (CLOSING DATE for all 2019 advertising orders)
- » FINAL Ad Artwork Submission DEADLINE
- » FINAL Directories/Listings DEADLINE
- » FINAL Calendar Entries DEADLINE

**MONDAY, 12/31/18: PAYMENT PLAN\* COLLECTION DEADLINE**

\*A payment plan can be arranged through the Chamber office upon request. If a Payment Plan is requested, **final payment must be paid in-full by Monday, December 31, 2018.** We regret that orders not paid in-full by that date will not be included in the magazine. **All payments for dropped orders will be refunded to the advertiser less a 10% service charge.**

**PRINT DATE:**  
February 2019

**DISTRIBUTION BEGINS:**  
March 2019

## Questions

**If you have any questions regarding sales or listings, please contact the Chamber office:**  
**Phone:** 207-338-5900  
**Email:** [belfastchamber@gmail.com](mailto:belfastchamber@gmail.com)

## Submitting Calendar Listings

If you've purchased an ad and would like a calendar listing or if you are purchasing a calendar listing please contact the Chamber office 207-338-5900 or [belfastchamber@gmail.com](mailto:belfastchamber@gmail.com) to submit your event details. Additional or multiple 50-word event descriptions can be purchased at a rate of \$85.00 per instance.

## Submitting Business Directory Listings

If you need to add a new listing or make changes to your current listing please contact the Chamber office 207-338-5900 or [belfastchamber@gmail.com](mailto:belfastchamber@gmail.com).

▶ Sample **FREE** Basic Listing

**Left Bank Books**  
109 Church St., Belfast, Maine 04915  
207-338-9009  
[leftbank@myfairpoint.net](mailto:leftbank@myfairpoint.net)  
[www.leftbankbookshop.com](http://www.leftbankbookshop.com)

▶ Sample Enhanced Listing (25-word description). Additional or multiple 25-word descriptions can be purchased at a rate of \$100 per instance.

**Left Bank Books**  
109 Church St., Belfast, Maine 04915  
207-338-9009  
[leftbank@myfairpoint.net](mailto:leftbank@myfairpoint.net)  
[www.leftbankbookshop.com](http://www.leftbankbookshop.com)

An unforgettable bookshop devoted to passionate readers of all ages. Over 6,000 volumes, giftwrap, globes, unique stationery, and a cozy children's corner. Dogs welcome!

## Submitting Food, Dining & Lodging Grids

If you are a Food, Dining, or Lodging business and you would like to make changes to your grid or submit a new grid, please request a form (electronic or paper) by calling the Chamber office 207-338-5900 or by emailing [belfastchamber@gmail.com](mailto:belfastchamber@gmail.com).

## Ads

Premium Location - BACK COVER AD (Full Page)*	\$ 3,500.00
Premium Location - INSIDE FRONT COVER AD (Full Page)*	\$ 3,250.00
Premium Location - INSIDE BACK COVER AD (Full Page)*	\$ 3,000.00
Full Page Ad*	\$ 2,350.00
2/3 Page Ad*	\$ 1,925.00
Advertorial**	\$ 1,850.00
1/2 Page Ad*	\$ 1,550.00
1/3 Page Ad*	\$ 1,000.00
1/6 Page Ad*	\$ 675.00
1/12 Page Ad*	\$ 385.00

## Listing Ads

<b>Basic Listing***</b>	<b>Free</b>
Enhanced Listing****	\$ 100.00
Calendar Event Listing†††	\$ 85.00
Hot Link in online Flip Book††††	\$ 70.00
Business Locator Point on Map††	\$ 60.00
Additional Business Category†	\$ 45.00

## Discounts

<b>Discount on ad placement order for new members</b>	<b>15%</b>
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## New Bundle Rate Card

### Listing Bundle

Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
Business Locator Point on Map††	\$ 60.00
<b>Listing Bundle Total:</b>	<b>\$ 230.00</b>

### 1/12 Page Bundle

1/12 Page Ad (includes FREE Map Point)*	\$ 385.00
Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
<b>1/12 Page Bundle Total:</b>	<b>\$ 485.00</b>

### 1/6 Page Bundle

1/6 Page Ad (includes FREE Map Point)*	\$ 675.00
Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
<b>1/6 Page Bundle Total:</b>	<b>\$ 775.00</b>

### 1/3 Page Bundle

1/3 Page Ad (includes FREE Map Point)*	\$ 1,000.00
Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
<b>1/3 Page Bundle Total:</b>	<b>\$ 1,100.00</b>

### 1/2 Page Bundle

1/2 Page Ad (includes FREE Map Point)*	\$ 1,550.00
Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
<b>1/2 Page Bundle Total:</b>	<b>\$ 1,650.00</b>

### Advertorial Bundle

Advertorial Ad (includes FREE Map Point)*	\$ 1,850.00
Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
<b>Advertorial Bundle Total:</b>	<b>\$ 1,950.00</b>

### 2/3 Page Bundle

2/3 Page Ad (includes FREE Map Point)*	\$ 1,925.00
Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
<b>2/3 Page Bundle Total:</b>	<b>\$ 2,025.00</b>

### Full Page Bundle

Full-Page Ad (includes FREE Map Point)*	\$ 2,350.00
Enhanced Listing****	\$ 100.00
Hot Link in online Flip Book††††	\$ 70.00
<b>Full Page Bundle Total:</b>	<b>\$ 2,450.00</b>

\* **Ads** - Includes FREE Business Locator Point on Map

\*\* **Advertorials - Includes FREE Business Locator Point on Map.** Advertorials are full-page, paid advertisements created with content and photos about your business. Simply send us professional copy about your business, along with high resolution, professional photos and we'll create the page for you. Advertorials are a great way to reach readers with your message and increase the impact of your ad. We reserve the right to edit the content in keeping with the professional standards of the Magazine.

\*\*\* **Basic Listing** - One business name with contact information

\*\*\*\* **Enhanced Listing** - is a 25-word written description about your business. *You can purchase additional or multiple 25-word descriptions at a rate of \$100 per instance.*

† **Additional Business Category** - allows you to be listed under more than one business category type (e.g. Professional Services and Photographic Supply, etc.). You can purchase additional categories at a rate of \$45 per category with your basic listing information. Please note that you still have the option to purchase an Enhanced Listing with each additional category for \$100 per instance.

†† **Business Locator Point on Map** - allows your business(s) to appear on the magazine's downtown and regional maps and is *FREE with any paid ad or advertorial*. If you do not purchase an ad, you still have the option to purchase a business locator point separately.

††† **Calendar Event Listing** - is a 50-word description about your upcoming event. *A Calendar Event Listing is FREE with any paid ad or advertorial, if requested.* You can purchase additional or multiple 50-word event descriptions at a rate of \$85.00 per instance.

†††† **Hot Link in online Flip Book** - A hot link is available to members who purchase ads or enhanced listing bundles. A hot link enables your ad or url within the flip book on-line to become a button that links viewers to your website.

## Questions

**If you have any questions regarding sales or listings, please contact the Chamber office:**

**Phone:** 207-338-5900

**Email:** belfastchamber@gmail.com

## Size Specifications



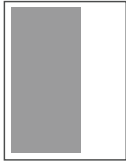
Positions shown are only examples

### Full Page

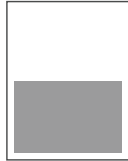
Trim Size: 8.375" x 10.875"

Bleed Size: 8.625" x 11.125"

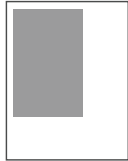
No Bleed Size: 7.375" x 9.875"



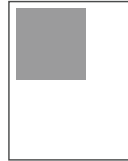
**2/3 Vertical**  
4.75" x 10"



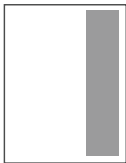
**1/2 Horizontal**  
7.375" x 4.875"



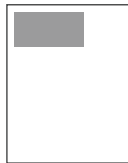
**1/2 Vertical**  
4.75" x 7.375"



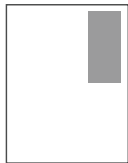
**1/3 Square**  
4.75" x 4.875"



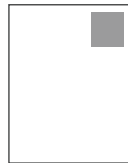
**1/3 Vertical**  
2.25" x 10"



**1/6 Horizontal**  
4.75" x 2.375"



**1/6 Vertical**  
2.25" x 4.875"



**1/12**  
2.25" x 2.375"

\* In all cases the first dimension represents the width and the second is the height.

## Technical Specifications

**PDF FILES ONLY:** All ads must be submitted as high resolution (press quality) PDF files at full size. Specs include:

- All raster images and graphics (photos or scans) within the ad must be flattened CMYK .tif or .eps files, 300 dpi at 100%. Convert all spot, lab, or RGB colors to CMYK.
- All vector image files (Illustrator or CorelDraw) must be saved or exported as .eps files and all text must be converted to paths or outlines before placing in your document. Convert all spot, lab or RGB colors to CMYK.
- Fonts must be embedded in your PDF.
- If using a program that has transparency capabilities (InDesign, Illustrator or Photoshop CS), please be sure to use high resolution transparency flattening when making your PDF.
- For additional questions or help in properly formatting your files, feel free to contact **Cassidy Parmley** at (207) 338-1740 ext. #2. If you wish to run an ad that was created in a program that does not support these specifications, Pica will be happy to recreate your ad. (Production fees apply: See 'Production Rates')

## Production Rates

Ad Design	\$ 95/hr
Ad Changes	\$ 95/hr
File formatting	\$ 95/hr
Copywriting	\$ 95/hr

## Submitting Your Ad

**E-mail** (10MB or less): [bacc@pica.is](mailto:bacc@pica.is)

**Mail to:** Pica, PO Box 225, Belfast, ME 04915

**Deliver to:** Pica, 111 Church St., 3rd floor

**Listing Bundle \$230.00**

**INCLUDES:**

**ENHANCED LISTING \$ 100.00**

An enhanced listing is a 25-word written description about your business. You can purchase additional or multiple 25-word descriptions at a rate of \$100 per instance.

**EXAMPLES**

Business Directory Listing

**& Recreation**  
**ALLPLAY**  
49 Searsport AVE Belfast, ME 04915  
(207) 218-1100  
www.allplay-fec.com  
*The ALLPLAY Family Entertainment Center is a family oriented place to bowl, play pool, or to grab a quick lunch! We have a great event room if your planning a birthday party or family reunion.*  
**Belfast Curling Club**

Belfast, Maine 04915  
207-930-8100  
belfast@loyalbiscuit.com

**Antiques**  
**DownEast Auctions**  
328 E. Main St. Searsport, Maine 04974  
207-548-2393  
bradstreetsdowneastauction@gmail.com  
www.downeastauctions.com

**Epoch**  
69 Main Street Belfast, Maine 04915

Grid Listing

Open All	Breakfast Lunch (L)	Credit Ca	Seating C	Beer / Wi	Hours	Lounge	Live Enter
<b>MARKETS (CONTINUED)</b>							
<b>Goose River Farm Meat Store</b> 29 A Belmont Ave Belfast 207-338-2422 boyrban@goosriverfarm.com GooseRiverFarm.com Mon-Fri: 10-5:30 and Sat 9-1pm							
<i>We offer natural meats: no antibiotics, no hormones, mostly grass fed. We have a selection of beef, pig. Stop by at the store or pre-order and get everything cut and packaged your way.</i>							

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**BUSINESS LOCATOR POINT ON MAP \$ 60.00**

A business locator point allows your business(s) to appear on the magazine's downtown and regional maps and is FREE with any paid ad or advertorial. If you do not purchase an ad you still have the option to purchase a business locator point separately.

**BUSINESS LOCATOR**

- 1 YOUR BUSINESS
- 2 Belfast Bay Shade Company
- 3 Belfast Co-op
- 4 The Belfast Framer & Betts Gallery
- 5 Belfast Historical Society & Museum
- 6 Better Homes and Gardens Real Estate
- 7 Camden National Bank
- 8 Chocolate Drop Candy Shop
- 9 City Drawers
- 10 Coastwise Realty



YOUR BUSINESS HERE!

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**HOT LINK IN ONLINE FLIP BOOK \$ 70.00**

A hot link is available to members who purchase ads or enhanced listing bundles. A hot link enables your ad or url within the flip book on-line to become a button that links viewers to your website.

http://frontstreetshipyard.com/



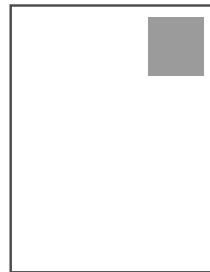
**1/12 Page Bundle \$485.00**

**INCLUDES:**

**1/12 PAGE AD** **\$ 385.00**  
(includes FREE Map Point)

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**EXAMPLES**



**1/12**  
**W: 2.25"**  
**H: 2.375"**



**YOUR BUSINESS HERE!**

**ENHANCED LISTING** **\$ 100.00**

An enhanced listing is a 25-word written description about your business. You can purchase additional or multiple 25-word descriptions at a rate of \$100 per instance.

**Business Directory Listing**

**& Recreation**  
**ALLPLAY**  
49 Searsport Ave Belfast, ME 04915  
(207) 218-1100  
www.allplay-fec.com

The ALLPLAY Family Entertainment Center is a family oriented place to bowl, play pool, or to grab a quick lunch! We have a great event room if your planning a birthday party or family reunion.

**Belfast Curling Club**

Belfast, Maine 04915  
207-930-8100  
belfast@loyalbiscuit.com

**Antiques**

**DownEast Auctions**  
328 E. Main St. Searsport, Maine 04974  
207-548-2393  
bradstreetsdowneastauction@gmail.com  
www.downeastauctions.com

**Epoch**

69 Main Street Belfast, Maine 04915

**Grid Listing**



**(OR)**

**HOT LINK IN ONLINE FLIP BOOK** **\$ 70.00**  
(FREE with purchase of 1/12 Page Bundle)

A hot link is available to members who purchase ads or enhanced listing bundles. A hot link enables your ad or url within the flip book on-line to become a button that links viewers to your website.



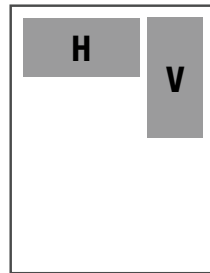
**1/6 Page Bundle \$775.00**

**INCLUDES:**

**1/6 PAGE AD** **\$ 675.00**  
 (includes FREE Map Point)

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**EXAMPLES**



**1/6 Horizontal**  
 W: 4.75"  
 H: 2.375"  
 +  
**1/6 Vertical**  
 W: 2.25"  
 H: 4.875"



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 www.downeastauctions.com

**Epoch**

69 Main Street Belfast, Maine 04915

Grid Listing



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 (FREE with purchase of 1/6 Page Bundle)

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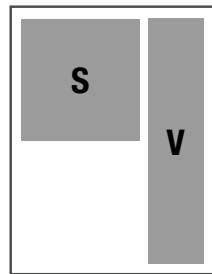
**1/3 Page Bundle \$1,100.00**

**INCLUDES:**

**1/3 PAGE AD** **\$ 1,000.00**  
(includes FREE Map Point)

A business locator point allows your business(s) to appear on the magazine's downtown and regional maps and is FREE with any paid ad or advertorial. If you do not purchase an ad you still have the option to purchase a business locator point separately.

**EXAMPLES**



**1/3 Square**  
W: 4.75"  
H: 4.875"  
**1/3 Vertical**  
W: 2.25"  
H: 10"

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YOUR BUSINESS HERE!

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**Epoch**

69 Main Street Belfast, Maine 04915

(OR)

Grid Listing



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**HOT LINK IN ONLINE FLIP BOOK** **\$ 70.00**  
(FREE with purchase of 1/3 Page Bundle)

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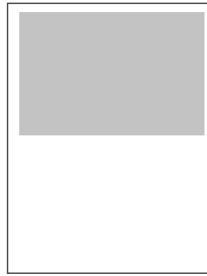
**1/2 Page Bundle \$1,650.00**

**INCLUDES:**

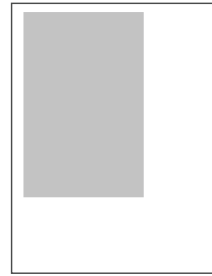
**1/2 PAGE AD** **\$ 1,550.00**  
(includes FREE Map Point)

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**EXAMPLES**



**1/2 Horizontal**  
7.375" X 4.875"



**1/2 Vertical**  
4.75" X 7.375"

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YOUR BUSINESS HERE!

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www.downeastauctions.com

**Epoch**

69 Main Street Belfast, Maine 04915

**Grid Listing**



(OR)

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**HOT LINK IN ONLINE FLIP BOOK** **\$ 70.00**  
(FREE with purchase of 1/2 Page Bundle)

A hot link is available to members who purchase ads or enhanced listing bundles. A hot link enables your ad or url within the flip book on-line to become a button that links viewers to your website.



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**Advertorial Bundle \$1,950.00**

**INCLUDES:**

**ADVERTORIAL AD** **\$ 1,850.00**  
(includes FREE Map Point)

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**EXAMPLES**



Advertorials are full-page, paid advertisements created with content and photos about your business. Simply send us professional copy about your business, along with high resolution, professional photos and we'll create the page for you. Advertorials are a great way to reach readers with your message and increase the impact of your ad. We reserve the right to edit the content in keeping with the professional standards of the Magazine.



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www.downeastauctions.com

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69 Main Street Belfast, Maine 04915

Grid Listing



**HOT LINK IN ONLINE FLIP BOOK** **\$ 70.00**  
(FREE with purchase of Advertorial Bundle)

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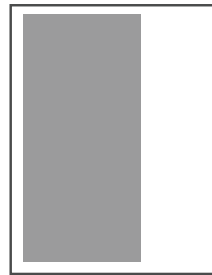
**2/3 Page Bundle \$2,025.00**

**INCLUDES:**

**2/3 PAGE AD** **\$ 1,925.00**  
(includes FREE Map Point)

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**EXAMPLES**



**2/3 Vertical**  
**W: 4.75"**  
**H: 10"**

+



YOUR BUSINESS HERE!

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**ENHANCED LISTING** **\$ 100.00**

An enhanced listing is a 25-word written description about your business. You can purchase additional or multiple 25-word descriptions at a rate of \$100 per instance.

**Business Directory Listing**

**& Recreation**

**ALLPLAY**  
49 Searsport AVE Belfast, ME 04915  
(207) 218-1100  
www.allplay-fec.com

The ALLPLAY Family Entertainment Center is a family oriented place to bowl, play pool, or to grab a quick lunch! We have a great event room if your planning a birthday party or family reunion.

**Belfast Curling Club**

Belfast, Maine 04915  
207-930-8100  
belfast@loyalbiscuit.com

**Antiques**

**DownEast Auctions**  
328 E. Main St. Searsport, Maine 04974  
207-548-2393  
bradstreetsdowneastauction@gmail.com  
www.downeastauctions.com

**Epoch**

69 Main Street Belfast, Maine 04915

(OR)

**Grid Listing**



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**HOT LINK IN ONLINE FLIP BOOK** **\$ 70.00**  
(FREE with purchase of 2/3 Page Bundle)

A hot link is available to members who purchase ads or enhanced listing bundles. A hot link enables your ad or url within the flip book on-line to become a button that links viewers to your website.



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**Full Page Bundle \$2,450.00**

**INCLUDES:**

**FULL PAGE PAGE AD** **\$ 2,350.00**  
(includes FREE Map Point)

A business locator point allows your business(s) to appear on the magazine's downtown and regional maps and is FREE with any paid ad or advertorial. If you do not purchase an ad you still have the option to purchase a business locator point separately.

**EXAMPLES**



**Trim Size:**  
8.375" x 10.875"  
**Bleed Size:**  
8.625" x 11.125"  
**No Bleed Size:**  
7.375" x 9.875"



YOUR BUSINESS HERE!



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(OR)



**HOT LINK IN ONLINE FLIP BOOK** **\$ 70.00**  
(FREE with purchase of Full Page Bundle)

A hot link is available to members who purchase ads or enhanced listing bundles. A hot link enables your ad or url within the flip book on-line to become a button that links viewers to your website.

