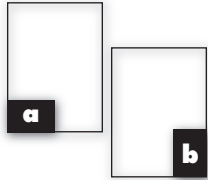


## DISPLAY AD SIZES/PRICES:

Includes Merchant Write-Up/Photo, Map Placement & Basic Website Listing



### Eighth Page

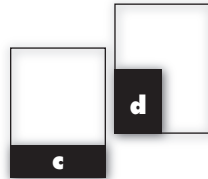
a - 1/8H 3 1/4" w X 2 1/4" h  
b - 1/8V 2 1/8" w X 3 1/4" h

B&W  
\$350  
Color  
\$385

### Quarter Page

c - 1/4H 6 3/4" w X 2 1/4" h  
d - 1/4V 3 1/4" w X 4 5/8" h

B&W  
\$650  
Color  
\$715



### Third Page Strip

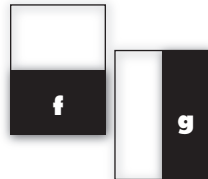
e - 2 1/8" w X 9 1/2" h

B&W  
\$850  
Color  
\$935

### Half Page

f - 1/2H 6 3/4" w X 4 5/8" h  
g - 1/2V 3 1/4" w X 9 1/2" h

B&W  
\$1200  
Color  
\$1320



### Full Page

h - 6 3/4" w X 9 1/2" h

B&W  
\$2200  
Color  
\$2420

## GUARANTEED PLACEMENT

(Minimum Ad Size: 1/4 page)

PAGES 2, 3 OR INSIDE BACK — 15%

BACK COVER — 25%

## WEBSITE PRICES:

**BASIC LISTING** – Includes same as magazine: your display ad, write-up and map placement all with clickable links to your business' website or e-mail address.....**FREE**

**EXPANDED LISTING** – Includes the above *plus* your own separate page with all the extra photos and information you would like.....**\$100/year**

**WEBSITE DESIGN** – We're happy to work with you to help you create your own website. We'll even host and manage it for you.....**Call for details**

# Specifications...

## WHAT TO INCLUDE FOR CAMERA READY ADS:

### LAYOUT FILE

#### Supported Software:

- Adobe InDesign (Preferred)
- Adobe Pagemaker
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat (PDF)
- QuarkXPress

(No Microsoft Word documents)

### FONTS

The font files (*Postscript and screen* for Macs) used within layout and graphics files.

Hardcopy ads are acceptable but will be reproduced at the quality provided.

### SUPPORT FILES

(Logos, Scans, Images, etc.)

- All grayscale and color scans must be scanned at **300 dpi** and sized to within 10% of the final size used in layout.
- Line art scans should be supplied at **1200 dpi** and sized to within 10% of the final size to be used in layout.

### PROOF

Composite laser printout of layout at 100%

## ADS NOT CAMERA READY:

We can work with you to design an ad. We need scannable material, an idea of what you would like to include as text and a means of communicating proofs. Fax and email are preferable only to in-person proofing.

## GETTING YOUR FILES TO US:

We can accept digital files on a wide variety of media including CD, DVD, Zip disk, floppy and even most memory cards (compact flash, memory stick, etc.)  
Mail to: **P.O. Box 451, Bar Harbor, ME 04609**

### e-mail:

For small digital file attachments such as ad copy (text files), small jpegs, and compressed files (under 2 megabytes): **mail@portocallme.com**  
File names and e-mail subject line should be clear as to the advertiser name.

For those in need of transferring large files electronically, we offer direct connection to our ftp site. Please contact Aaron at **288-8380** for address and password.

**DEADLINE FOR ALL ADVERTISING MATERIAL IS APRIL 1st**