



VISIT

PORTLAND

MAINE

Authentic By Nature

EXPAND YOUR REACH

Within each of Visit Portland's marketing channels there are several opportunities for our partners to increase exposure—you select which are right for your business.

WEB

- ADDITIONAL STANDARD LISTINGS
- ENHANCED WEB LISTINGS
- GALLERY ADS
- BRANDED ADS
- BANNER ADS
- SPONSORED BLOG POST

DIGITAL

- CONSUMER NEWSLETTERS
- FACEBOOK CAROUSEL ADS

INFO CENTERS

- BROCHURE DISTRIBUTION
- DIGITAL SCREEN ADS
- BACKLIT TRANSPARENCIES

GROUP SALES

- TRADE SHOW PARTICIPATION
- SALES MISSIONS
- MEETING PLANNER EDUCATION DAY
- IN-MARKET CLIENT EVENTS
- PRINT CO-OPS
- FAM TOURS

PUBLICATIONS

- VISITOR'S GUIDE ADVERTISING
- EVENT PLANNER'S GUIDE ADVERTISING
- GREATER PORTLAND REGIONAL MAP
- DIRECT VISITOR MAIL PROGRAM
- NATIONAL ADVERTISING DISCOUNTS
- GROUP PLANNER NEWSLETTERS

FOR MORE DETAILS ON ALL OPPORTUNITIES:

Kate McDonough

kate@visitportland.com | 207.772.4994 x 237

Visit Portland | 1375 Congress Street | Portland, ME 04102

WEB EXPOSURE

ADDITIONAL STANDARD LISTINGS

Increase your exposure with more listings under your market segment(s) on the Visit Portland website.

\$100 per additional listing ●

ENHANCED WEB LISTINGS

Put the power of VisitPortland.com to work for your business. Enhanced Listings float your listing to the top of the page with a captivating image that increases user traffic. Pull viewers into your listing with more images and video. Target Markets by adding your listing to the Wedding Venues and Travel Professionals sections.

Starts at \$265 / year (Discounts apply for multiple listings) ●

GALLERY ADS

Attract attention with a bold Gallery Ad, strategically placed on top of all business listing pages. Your business can have up to 10 images, business name, and 20 words of text. All ads link directly to your listing page on Visit Portland. *Starts at \$300 / month (Discounts apply for contracting multiple months) ●*

BRANDED ADS

Branded Ads are featured on listing pages throughout the site directly below the left-hand navigation. Branded ads allow you to stand out with your own identity and direct link to your website. Set up a UTM code to track referrals via your Google analytics. We can also supply you with clicks and views through our ad platform to measure your ROI. *Starts at \$250 / month (Discounts apply for contracting multiple months) ●*

BANNER ADS

Banner Ads are only featured on two of the site's pages—the highly frequented Events Calendar and Deals & Packages pages. These two pages are promoted throughout the website, driving additional traffic while visitors are trip planning. *Starts at \$300 / month (Discounts apply for contracting multiple months) ●*

SPONSORED BLOG POST

Sponsored Blog Posts allow you to write content about your business in the form of a story enticing visitors to come to the destination and choose your business. These blog posts will also be featured via our social media channels and highlighted throughout visitportland.com, all designed to drive traffic to the blog. *Prices vary ●*

PUBLICATIONS

VISITOR'S GUIDE ADVERTISING

Target the most qualified readers looking for area lodging, attractions, restaurants, and shopping. Our Visitor's Guide is the official travel-planning resource for Greater Portland. Advertisements include direct links to your website from the digital version of the guide on visitportland.com.

Partner rates: \$799 - \$4,885 depending on size. Surcharge for special placements / February deadline

EVENT PLANNER'S GUIDE ADVERTISING

Tier II + III partners can reach our database of qualified planners with an ad in this valuable planning resource. Our clean advertorial format for accommodations features an inviting photo, specs, and your chance to promote your property's best features and amenities. Display ads available for attractions and event vendors. All advertisements include direct links to your website from the digital version of the guide on visitportland.com.

\$725 - \$2,295 depending on size / November deadline

GREATER PORTLAND REGIONAL MAP

Put your business in front of 60,000 visitors looking for unique gifts, local food, historic sites, and exciting outdoor adventures. Walking maps are distributed to visitors, cruise ship passengers, and motorcoach travelers exploring Greater Portland. *Only twelve 2" x 3" display ads available —\$550 each / April deadline*

DIRECT VISITOR MAIL PROGRAM

Be the first business a traveler sees during their planning stage! Your brochure will be included with our Visitor's Guide when travelers request it ahead of their trip. Save the costs of buying lists, assembling your mailing, and paying postage—you get this exposure for less than the cost of a stamp and we do it all for you! *Price ranges from .20 - .36 cents per piece depending on quantity ●*

NATIONAL ADVERTISING DISCOUNTS

By pooling resources, we increase our buying power. Take advantage of reduced rates in high-profile publications such as Yankee Summer Guide, Maine Invites You, Boston Globe, Cvent, Successful Meetings, The Knot—New England Wedding Guide, and Small-Market Meetings magazines. Limited availability allows your business to stand out. *Rates Vary*

GROUP SALES

TRADE SHOW PARTICIPATION

Throughout the year, Visit Portland attends various trade show events happening across the US. Our Group Sales team promotes the destination and our partner businesses, and works to create new strategic relationships. Eligible partners are able to attend these shows alongside Visit Portland, in order to maximize their exposure with national and international buyers. Partners are required to pay a portion of the registration fee, and are responsible for their own travel and lodging. *Rates vary by show*

SALES MISSIONS

Sales Missions are travel missions to cities that have qualified meeting planners interested in bringing business to Greater Portland. These events may be pre-scheduled one-on-one appointments or a reception. Partners can pay to attend these missions with Visit Portland and are encouraged to bring a giveaway item that can be raffled off to planners. Cities previously traveled to include: DC, Atlanta, Chicago, and Boston. *Rates vary*

MEETING PLANNER EDUCATION DAY

Visit Portland hosts a day-long continuing education seminar where area planners can receive their annual credits. Eligible partners may host this event at their properties, and/or sponsor F&B items, giveaways, etc. All partners may pay to attend and will experience a full day of networking with vetted planners as well as receive insights surrounding the latest industry trends and updates. *Rates vary*

IN-MARKET CLIENT EVENTS

In-Market Events are networking receptions that target qualified planners in feeder markets. These events are designed to provide our eligible partner businesses an opportunity to network, build relationships, and collectively promote the region as a meetings and events destination. *Rates vary*

Rates vary based on cost of show, sales mission, or client event.

DIGITAL OUTREACH

CONSUMER + GROUP PLANNER NEWSLETTERS

Capture your audience using our e-newsletters sent seasonally to targeted markets, notifying them of upcoming festivals and events, and enticing them to plan their trip. Your ad is exclusively featured in these campaigns. *\$350 per newsletter* ●

CAROUSEL ADS

Boost your social media exposure by participating in a Visit Portland Carousel Ad. These posts are shared organically through Facebook, and across other platforms. *\$99 per featured spot, see editorial calendar*

VISITOR INFORMATION CENTERS

BROCHURE DISTRIBUTION

Grab Visitors' attention by displaying your brochures at Portland International Jetport and the Transportation Center. Visitors collect an average of 8-10 brochures during their stay. *\$300 airport / \$250 train+ bus station / \$495 both locations* ●

DIGITAL SCREEN ADS

Be seen on a flatscreen—highly visible digital flatscreen ads located at Ocean Gateway Visitor Information Center, and the Portland Transportation Center, capture attention and reinforce your message. *\$500 year / each location or \$750 for both locations* ●

BACKLIT TRANSPARENCIES

Shine on top with your backlit sign, prominently placed above brochure racks at Ocean Gateway Visitor Information Center, enhancing your presence and driving visitor attention to your brochure. *\$500/year* ●

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- Indicates the opportunity can be added at anytime throughout the year and does not have a specific deadline.
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