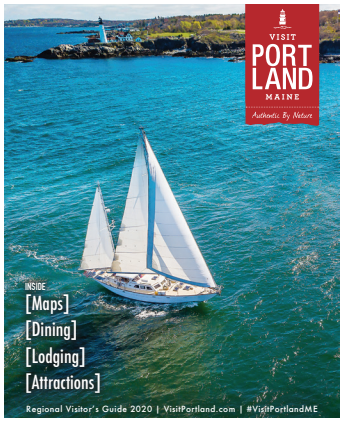
2022 GREATER PORTLAND VISITOR'S GUIDE

The official travel-planning resource for Greater Portland



Everywhere you want to be.

With availability in Greater Portland area hotels, restaurants, attractions, retail stores, and Visitor Information Centers across the state, as well as other North and Mid-Atlantic states. Also mailed nation-wide throughout the year to all phone and website inquiries.

FREE to visitors!

One Publication for the Entire Year

- Tourism print publications continue to be a highly sought-after means for trip-planning and finding one's way around a destination.
- Target your print tourism dollars on the most qualified readers interested in visiting our region and those already here looking for area attractions, restaurants, and shopping.
- Includes the online edition with click-through to your website.
- Let the Official Visitor's Guide to Greater Portland guide visitors to your business!

	PARTNER RATE	NON-PARTNER RATE
FULL-PAGE	$4,885 *	$5,500
HALF-PAGE	$2,900	$3,400
THIRD-PAGE	$1,895	$2,300
SIXTH-PAGE	$1,170	$1,500
TWELFTH-PAGE	$835	$1,100

NOTE: Advertising rates have not increased for Visit Portland Partners.

** Inquire about Special Placement full-page ads*

DEADLINES:
Space Closes: 3/15/22
Materials Due: 3/20/22

Greg Sundik, Visit Portland
visitportlandguide@gmail.com | p: 207.772.4994 x 235 | c: 207.450.2509

2020 VISITOR'S GUIDE
ADVERTISING MATERIAL REQUIREMENTS

ACCEPTABLE AD FILE FORMATS:

E-mail files to:
visitportlandguide@gmail.com

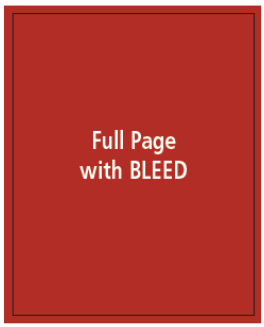
- PDF files are strongly preferred.
- All PDF files should be submitted in the PDF/X-1a:2001 format.
- Please convert ALL type to outlines to avoid potential font issues.
- The file dimensions (document) must be the same size as the ad you are submitting.
- Do not include any crop or position marks except for full bleed ads.
- For full page ads with bleeds only, please ensure no ad copy appears outside of the live image area (7.5"x 9.75").
- Ads must be supplied as CMYK (not RGB or PMS).
- Rich black values: 75c, 63m, 63y, 100k.
- Please do not use rich black for type 18pt. or smaller.
- Line screen is 300, all photos within ad should be at 100%.
- If ad is not supplied electronically, all images and fonts should be included on a CD.
- Remember, all files should be sized to the correct ad dimensions.
- Note: In order to make any changes/corrections to supplied pdf files, you will need to supply us with the original font files.

NATIVE FILES:

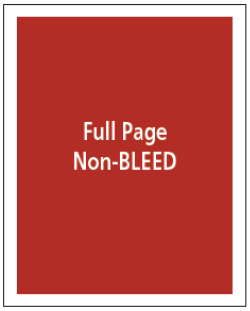
- (Macintosh platform only) from Quark Xpress, Adobe InDesign, Illustrator and Photoshop are also accepted.
- All fonts must be supplied or converted to outlines or rasterized; embedded images in illustrator must be included with the file.
- Please save Illustrator-generated files in EPS format.
- Native ads not received properly, or with changes, will be invoiced at $40/hr. Non-electronic ads must be accompanied by a color proof.

ADVERTISING SIZES

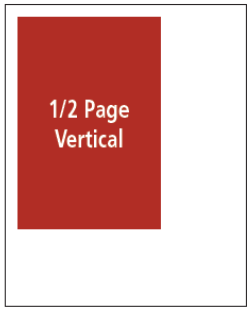
All measurements are listed width x height



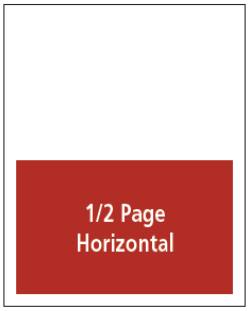
Trim Size: **8.375" x 10.375"**
(+ .5" bleed)



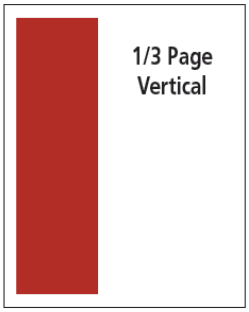
Size: **7.375" x 9.375"**



Size: **4.813" x 6.562"**



Size: **7.375" x 4.312"**



Size: **2.25" x 9.375"**

Size: **4.813" x 4.312"**

H: **4.813" x 2.125"**
V: **2.25" x 4.312"**

Size: **2.25" x 2.125"**