



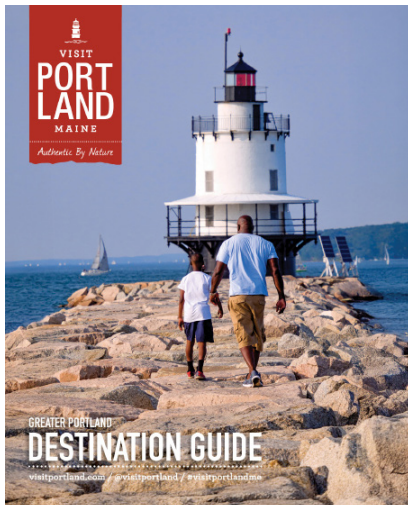
VISIT
**PORT
LAND**
MAINE

Authentic By Nature

Kate McDonough

2026 GREATER PORTLAND VISITOR'S GUIDE

The official travel-planning resource for the Greater Portland region.



2025 Cover

150,000 distribution
900,000 readership

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.
- Partner advertisers receive a QR code next to their business listing which leads to their online listing.
- Let the Official Visitor's Guide to Greater Portland guide visitors to your business!

	PARTNER RATE	NON-PARTNER RATE
FULL-PAGE	\$4,995	\$5,495
HALF-PAGE	\$2,975	\$3,375
THIRD-PAGE	\$1,945	\$2,245
SIXTH-PAGE	\$1,195	\$1,495
TWELFTH-PAGE	\$835	\$1,095
INSIDE FRONT COVER	\$5495	\$6045
INSIDE BACK COVER	\$5495	\$6045
PAGE 1	\$5495	\$6045
BACK COVER	\$5995	\$6595

* Other requested special placements cannot be guaranteed but will incur a \$250 charge if booking is contingent of a specific placement.

Musseit (Moose) M'Bareck, Advertising Specialist
moose@visitportland.com | c: 207.772.2994 x 225

MAINE'S #1 ECONOMIC DRIVER

Maine saw over 14.8 million visitors in 2024 generating over \$9.2 billion to our economy. The visitors guide is strategically distributed throughout New England and the Mid-Atlantic to capture travelers in their planning stage. In addition, visitors can find it throughout Maine to help guide them while they are here.

Will your business be there for them to find?



Reach them where they are:

The Greater Portland regional Visitor's Guide is distributed in 833 locations throughout:

- Maine
- Massachusetts
- New Hampshire
- Connecticut
- New Jersey
- New York
- Pennsylvania
- Maryland
- Virginia

Locations such as:

- Ocean Gateway Visitor Information Center
- All Maine state Visitor Information Centers
- Portland International Jetport
- Portland Transportation Center
- Boston Logan Airport
- Boston Train & Bus Stations
- Boston Car Rental Agencies
- Bass Pro Shops & Fanueil Hall
- AAA offices in Northern New England, PA, and NJ
- Chamber's of Commerce throughout Maine
- Travel consumer areas in NJ, MD, Metro Philadelphia, and Northern VA
- Turnpike locations in Eastern & Western PA, MD, and VA
- 66 New Hampshire locations including the NH Premium Malls
- 70 locations throughout Maine including Kittery Trading Post
- Berkshire County, MA
- Columbia County, NY
- Albany, NY region
- Saratoga, NY region
- Northwest Connecticut

*In addition to hundreds of business locations throughout Greater Portland!
Hotels, Restaurants, Attractions, Museums, etc.*

ADVERTISING MATERIAL REQUIREMENTS

ACCEPTABLE AD FILE FORMATS:

- 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.

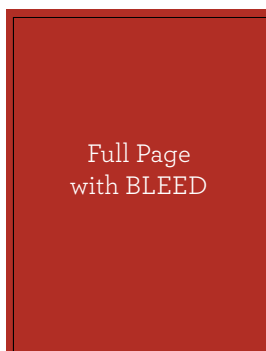
Email files to:
Kelly@visitportland.com
Creative Director

NATIVE FILES:

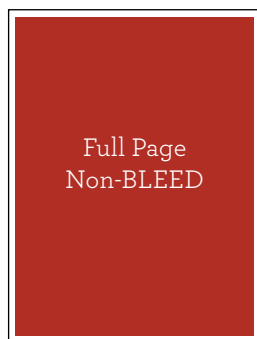
- (Macintosh platform only) from Quark Xpress, Adobe InDesign, Illustrator and Photoshop are also accepted.
- All fonts must be supplied or converted to outlines or rasterized; embedded images in illustrator must be included with the file.
- Please save Illustrator-generated files in EPS format.
- Native 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

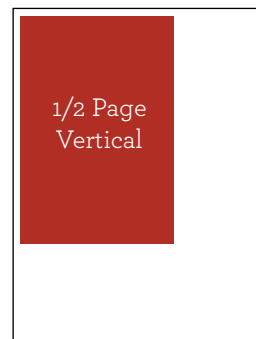
All measurements are listed width x height



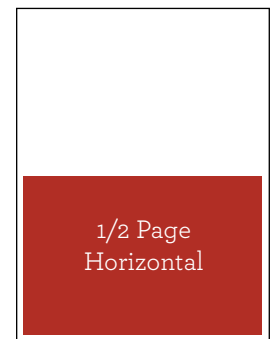
Trim Size: 8.375" x 10.375
(+ .5" bleed)



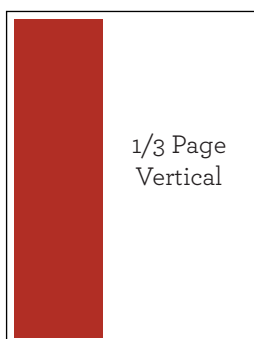
Size: 7.375" x 9.375"



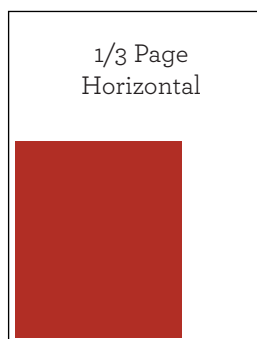
Size: 4.813" x 6.562"



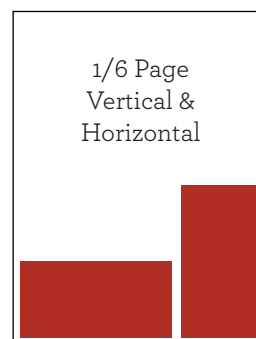
Size: 7.375" x 4.312"



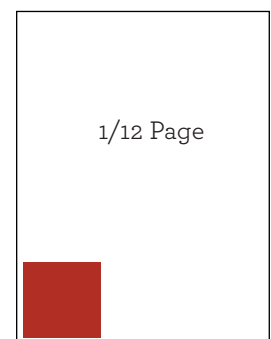
Size: 2.25" x 9.375"



Size: 4.813" x 4.312"



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



Size: 2.25" x 2.125"