



Photo Credit: Andy Austin

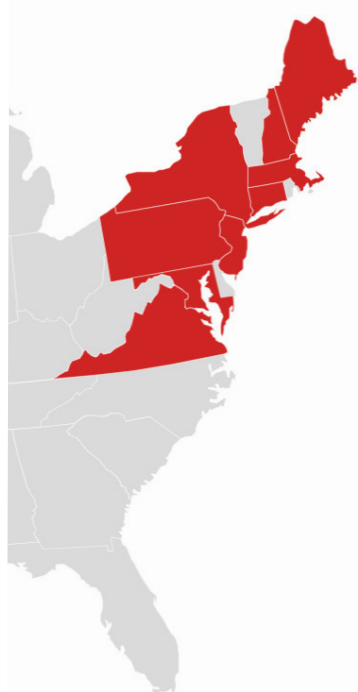


2026 GREATER PORTLAND VISITOR'S GUIDE

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

Put your business in front of travelers planning a Greater Portland trip.

The 2027 Greater Portland Destination Guide is Visit Portland's official travel-planning resource, distributed at locations across Maine, New England, and the Mid-Atlantic. Placed in visitor centers, hotels, airports, and transportation hubs, **it reaches travelers before they arrive & while they're exploring Greater Portland.**



WHERE VISITORS FIND THE GUIDE

833 DISTRIBUTION
LOCATIONS
ALONG THE
EAST COAST

Locations include:

- Visit Portland Visitor Centers
- Maine Tourism Association Information Centers
- Greater Portland & Maine lodging, attractions, transportation hubs, and visitor centers
- Maine Beaches & New Hampshire Seacoast
- Massachusetts, Connecticut, New York, Pennsylvania, New Jersey, Maryland & Northern Virginia
- AAA offices, corporate offices, state/government buildings, and other high-traffic visitor locations
- Regional travel and RV shows, including The Big E and shows in Boston, Springfield, Montreal, and Auburn, Maine



2026 Cover

170,000 distribution
900,000 readership

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

ADVERTISING RATES & REQUIREMENTS

	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
Back Cover	\$5995	\$6595

- Online edition with direct click-through to your website
- Custom QR code linking visitors to your online business listing

PRINT AD FILE REQUIREMENTS

Accepted File Formats

- High-resolution JPG, EPS, PDF, or PNG files are accepted.

PDF Submission Requirements

- File dimensions must match the exact size of the ad placement.
- Submit files in CMYK color mode (no RGB or PMS colors).
- Images should be supplied at 100% size and 300 dpi resolution.
- Do not include crop marks, registration marks, or other printer marks.
- For full page ads, keep all important text and logos within the live image area: 7.5" x 9.75".

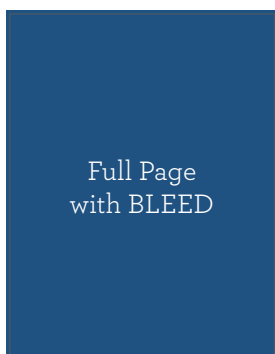
Additional Notes

- If files require edits after submission, original design files and fonts must be provided.
- All fonts should be outlined, embedded, or supplied to avoid font issues.

Submit files to:
kelly@visitportland.com
 Creative Director

ADVERTISING SIZES

All measurements are listed width x height



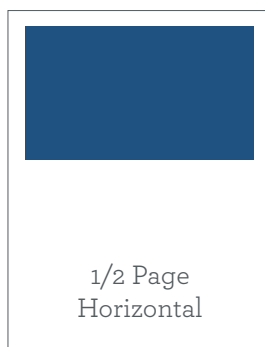
Full Page
with BLEED

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



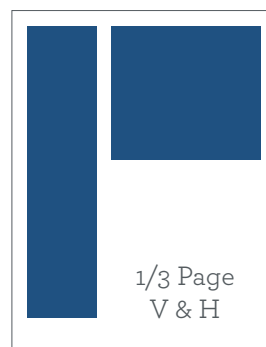
1/2 Page
Vertical

4.813" x 6.562"



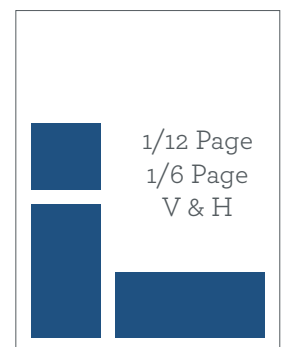
1/2 Page
Horizontal

7.375" x 4.312"



1/3 Page
V & H

V: 2.25" x 9.375"
H: 4.813" x 4.312"



1/12 Page
1/6 Page
V & H

1/12: 2.25" x 2.125"
1/6 Page:
V: 2.25" x 4.312"
H: 4.813" x 2.125"