

Boost your AD ROI in our region's only magazine

[see inside]

Bangor Metro
covers the 8 counties
of Bangor's core
service region:

- Penobscot
- Hancock
- Knox
- Waldo
- Piscataquis
- Somerset
- Washington
- Aroostook

2009
MEDIA KIT

Bangor **METRO**
BUSINESS | LIFESTYLE | OPINION

Three ways advertising in Bangor Metro

1 Bangor Metro readers are the cream of the crop

When money's tight, you need to reach the people with discretionary income. *No regional media is more tightly targeted at reaching these all-important consumers than Bangor Metro.*

Here's who we reach:

Each month, 13,000 issues are mailed or distributed to:

- Affluent households, CEOs and titled executives
- Regional Chamber of Commerce members and state policy makers
- Thousands of subscribers and newsstand buyers across the region
- 3,000 high-traffic waiting rooms in eight counties including doctors' offices, hospitals, brokerages, salons, car repair, etc.

These public-place magazines alone deliver over 100,000 ad impressions!

Why do trusted magazines work so well for advertisers? Studies show:

- Affluent and influential customers spend more quality time with their favorite magazines
- The image quality is unmatched by other media
- Prospects enjoy reading the ads because they are not intrusive.

Source: www.magazine.org



Studies show that advertising in a valued magazine boosts intent to purchase up to 7x more than any other media.

2 Magazine ads increase the effectiveness of your entire media mix

A multiyear, multimillion dollar independent study* showed that adding magazine advertising to a TV and online media mix increased advertising ROI by up to 300%.

The research also showed:

- Magazines do more than any other media to influence **intent to purchase**.
In boosting intent to purchase, magazine ads were nearly twice as effective as TV ads, and 7x more effective than online ads.
- Magazines do more than any media to influence customers to **start a search online**.
In fact, magazines were 11% more effective than cable TV, and 17% more effective than direct mail.
- Magazines have half the **cost per impact** (CPI) for delivering brand familiarity.
TV and online performed similarly to magazines at building brand familiarity—at roughly double magazines' cost per impact.

3 Your Bangor Metro magazine ad keeps working long after your other ads are gone.

Bangor Metro magazine is so attractive and informative, many people keep a year's worth of issues on their coffee tables.

Advertisers tell us they've had new customers walk in prompted by a Bangor Metro ad . . . from issues over a year old! How's that for staying power?

Make more out of ALL your 2009 advertising dollars: Devote part of your mix to delivering your message through Bangor Metro!

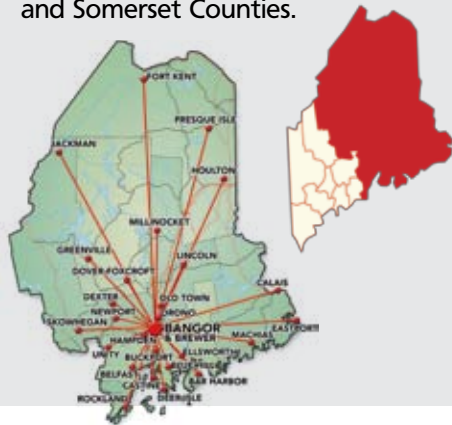
Call your ad rep today so you won't miss a single issue.

* www.magazine.org/accountability

stretches your ad dollars

Regional Reach

Bangor Metro covers the eight counties of "our Maine"—including Penobscot, Hancock, Knox, Waldo, Washington, Aroostook, Piscataquis, and Somerset Counties.



Free Online Flip Book

Bangor Metro readers can access the current issue through our free "flip book" format. This flip book includes a FREE link to our advertisers' websites, simply by clicking on their logos. Also, past issues of Bangor Metro are archived in web format at www.bangormetro.com.



2009 EDITORIAL CALENDAR

ISSUE	FEATURES	SPACE RESERVATION*	PRINT-READY PDFS DUE	MAIL DATE
Jan/Feb	Winter Guide	Fri., Nov. 28	Fri., Dec. 4	Wed., Dec. 24
March	Green Issue	Fri., Jan. 9	Fri., Jan. 16	Wed., Feb. 4
April	Home Improvement	Fri., Feb. 13	Fri., Feb. 20	Wed., Mar. 11
May	Innovation Issue	Fri., Mar. 20	Fri., Mar. 27	Wed., Apr. 15
June/July	Summer Guide	Fri., Apr. 24	Fri., May 1	Wed., May 20
August	Best Restaurants	Fri., May 29	Fri., June 5	Wed., June 24
September	Education Issue	Fri., July 3	Fri., July 10	Wed., July 29
October	Energy Issue	Fri., Aug. 7	Fri., Aug. 14	Wed., Sept. 2
November	Healthcare Issue <i>Holiday Gift Guide</i>	Fri., Sept. 11	Fri., Sept. 18	Wed., Oct. 7
December	Best of the Metro <i>Holiday Gift Guide</i>	Fri., Oct. 16	Fri., Oct. 23	Wed., Nov. 11

*photos and graphics due for ads designed by Bangor Metro

Advertising Rate Card

Bangor Metro is distributed to 13,000 business waiting rooms, affluent households, business leaders, newsstands, and subscribers.

FULL COLOR DISPLAY ADS

Prices are per ad insertion.

AD SIZE	10x	6x	3x	1x
Full Page	\$1,850	\$1,950	\$2,095	\$2,295
2/3 Page	\$1,495	\$1,595	\$1,695	\$1,950
1/2 Page	\$1,070	\$1,170	\$1,275	\$1,350
1/3 Page	\$ 845	\$ 895	\$ 950	\$1,050
1/6 Page	\$ 695	\$ 745	\$ 795	\$ 895
1/12 Page	\$ 425	\$ 450	\$ 495	\$ 550
Double Truck	\$3,200	\$3,550	\$3,800	\$4,200

PREMIUM POSITIONING

Prices are per ad insertion. Premium positioning subject to availability.

AD SIZE	10x	6x	3x	1x
Back Cover	\$2,525	\$2,775	\$2,925	\$3,050
Inside Front Cover	\$2,525	\$2,775	\$2,925	\$3,050
Early Pages	\$1,900	\$2,300	\$2,600	\$2,900

REAL ESTATE SECTION

Note: Only full, 1/2 horizontal and 1/4 page ads available in this section.

AD SIZE	10x	6x	3x	1x
Full Page	\$1,295	\$1,395	\$1,595	\$1,995
1/2 Horizontal	\$ 900	\$ 995	\$1,195	\$1,395
1/4 Page	\$ 650	\$ 695	\$ 845	\$ 995

BULLETIN BOARD

AD SIZE- 2.375" x 1.375"

Business cards or card-style ads

10x	\$125/month
6x	\$150/month
3x	\$175/month
1x	\$195/month



BANGORMETRO.COM

BANNER AD RATES

Current Print Advertiser	\$ 49/month
Web-only Advertiser	\$ 99/month

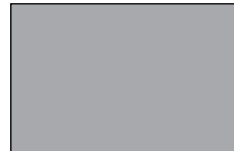
Three month minimum contract

WEB SPECS

Banner Ad	468(w) x 60(h) pixels
Tower Ad	120(w) x 600(h) pixels
Island Ad	300(w) x 250(h) pixels



Formats



Double Truck

Trim Size: 16.75" x 10.875"
Bleed Size: 17" x 11.125"
No Bleed Size: 16" x 9.875"



Full Page

Trim Size: 8.375" x 10.875"
Bleed Size: 8.625" x 11.125"
No Bleed Size: 7.375" x 9.875"

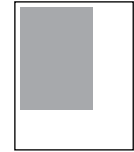
Positions shown are only examples.



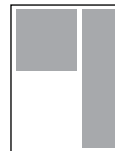
2/3 Vertical
4.75" x 10"



1/2 Horizontal
7.375" x 4.875"



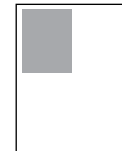
1/2 Island
4.75" x 7.5"



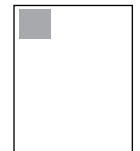
1/3 Square
4.75" x 4.875"
1/3 Vertical
2.25" x 10"



1/6 Horizontal
4.75" x 2.375"
1/6 Vertical
2.25" x 4.875"



1/4 Page
3.625" x 4.75"
Maine Real Estate Section only



1/12 Page
2.25" x 2.375"

Technical Information

FILE SPECS: All ads must be submitted as high-resolution (press quality) PDF files at full size. Specs include:

- All raster images and graphics (photos or scans) within the ad must be flattened CMYK .tif or .eps files, 300 dpi at 100%. Convert all spot, lab, or RGB colors to CMYK.
- All vector image files (Illustrator or CorelDraw) must be saved or exported as .eps files and all text must be converted to paths or outlines before placing in your document. Convert all spot, lab or RGB colors to CMYK.
- Fonts must be embedded in your PDF.
- If using a program that has transparency capabilities (InDesign, Illustrator or Photoshop CS), please be sure to use high-resolution transparency flattening when making your PDF.
- If possible, a hard copy printout, at print size, should accompany your ad for type/knockout reference only. Color proofs of ads will be provided upon request.
- For additional questions or help in properly formatting your files, feel free to contact BANGOR METRO'S production department at (207) 941-1300 x11.

If you wish to run an ad that was created in a program that does not support these specifications, BANGOR METRO will be happy to recreate your ad for a nominal fee.

MEDIA: Ads may be submitted via email to production@bangormetro.com or delivered on CD or DVD-R.

Terms & Conditions

Invoices are mailed on the day of publication. All accounts are net 30 days. All accounts, including ad agencies, are subject to service charges of 1.5% monthly (or 18% per year) on outstanding balances over 30 days. Accounts 90 days past due may be turned over for collections and advertising privileges suspended. Advertisers and/or agencies are responsible for all collection fees incurred. An ad contract is for the 12-month period from and including the issue in which an ad first appears. If ad frequencies in a contract schedule are not completed, the advertiser/agency may be re-billed at the actual rate earned for all advertising during the contract year. Insertion orders are non-cancellable past closing date. Publisher reserves the right to reject any ad. Advertiser and/or agency assumes all responsibility for ad content. Ad prices are net.

BANGOR METRO

1 Cumberland Place, Suite 316 • Bangor, ME 04401

Tel: 207.941.1300

Email: ads@bangormetro.com