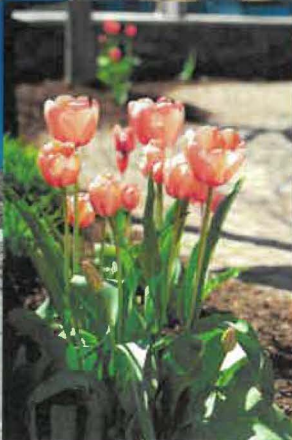


The MAINE BEACHES

Discover Lobster, Lighthouses and Long Sandy Beaches

YORK REGION
Chamber of Commerce
Kittery Eliot York South Berwick Cape Neddick

2027 Media Kit

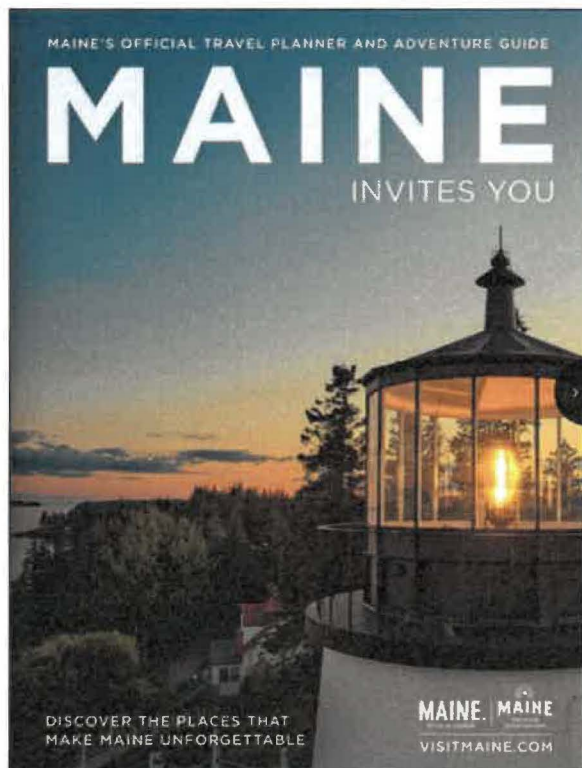


Relax. Explore. Repeat. Year-Round!

As a business in the Maine Beaches Region, you have a unique opportunity to advertise in TWO important travel planning guides for the price of ONE!

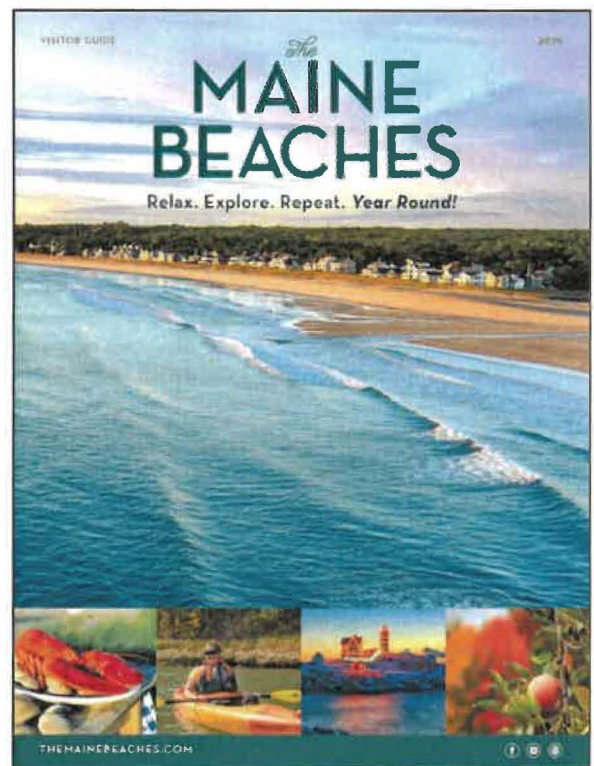
Maine Invites You

The State's official travel planner with 250,000+ copies distributed annually (domestic & international)



The Maine Beaches Visitor Guide

The Region's official travel planner with 50,000+ copies distributed annually (domestic & international)



As the official planners for both the state and the region, these guides help inspire visitors, influencing their lodging, dining, shopping, culture, and entertainment selections before and during their visit.

Did You Know...

Brochures, Maps, and Travel Guides **STILL** influence 53% of pre-trip planning, **PLUS** they are the **#1 IN-MARKET** influencer.

Relax. Explore. Repeat. Year-Round!

Distribution

Print Circulation:	Maine Invites You:	250,000	300,000
	MBA Visitor Guide:	50,000	
Digital Page Views:	Maine Invites You:	1,000,000+	1.12MM+
	MBA Visitor Guide:	120,000+	
Distribution Locations:	Maine Invites You:	625+	1100+
	MBA Visitor Guide:	475+	

More than half of both guides are distributed out-of-state: Metro areas and transportation hubs in Boston, New York City, Philadelphia, Quebec, and Montreal; Connecticut highways and thruways, upstate New York, Eastern Pennsylvania, New Jersey, Maryland, and Northern Virginia, AAA offices in PA and NJ, and consumer travel shows attended by Maine Office of Tourism.



PLUS...

When you purchase your Maine Invites You ad through your local Chamber, your business will be able to advertise on the Maine Beaches website OR on our Social Media Channels OR both at no additional cost!



70,000+ Followers



11,000+ Followers



1,300+ Followers



1,300+ Followers



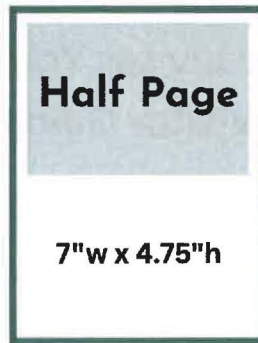
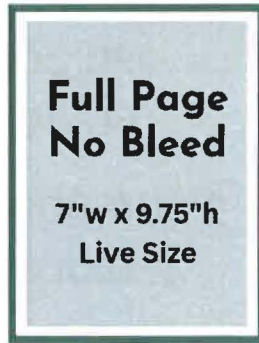
264,000+ Website Visitors
to themainebeaches.com
Increase from FY2025: **9%**



8,800+ Subscribers to the
Maine Beaches Insider
Avg. Open Rate for the MBA Insider: **69%**
Avg. Industry Open Rate: **25%**

Relax. Explore. Repeat. Year-Round!

Print Ad Sizes

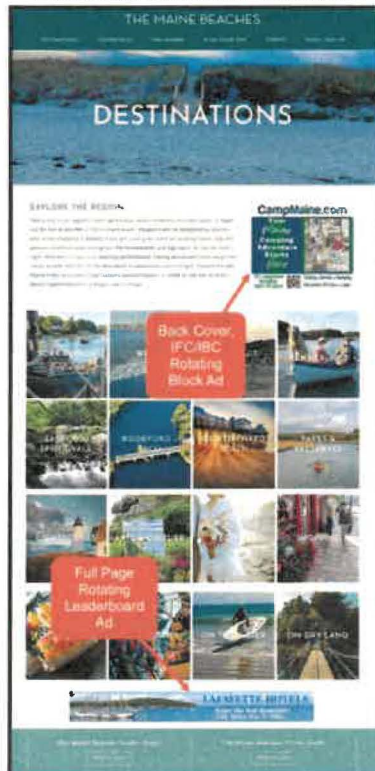


Multiple ad sizes to fit all budgets!

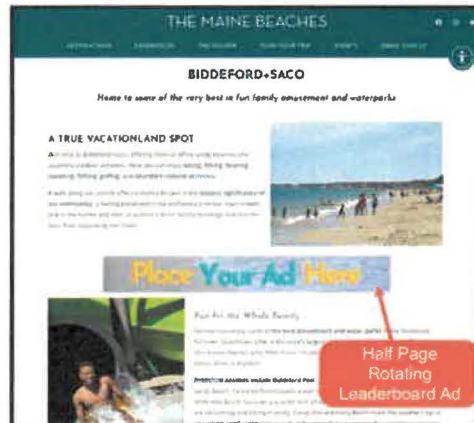


Digital Ad Examples

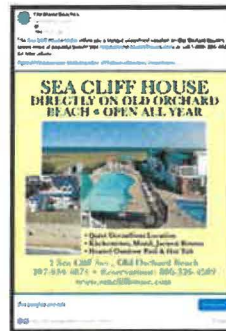
Destinations Page on TheMaineBeaches.com



Community Page on TheMaineBeaches.com



Ad on Social Media channels



Maine Beaches Insider Email



Relax. Explore. Repeat. Year-Round!

Ad Sizes & Specs

Print Ad Size	Includes ...	Maine Invites You & Maine Beaches Visitor Guide	Maine Beaches Visitor Guide
Full Page with Bleed 8"w x 10.5"h Live 8.25"w x 10.75"h Bleed	Two Social Media Posts (Facebook, Instagram, Threads, and Bluesky) and a Leaderboard Display Ad on the Maine Beaches website's Destinations Page	\$7,250	\$2,200
Full Page No Bleed 7"w x 9.5"h Live	Two Social Media Posts (Facebook, Instagram, Threads, and Bluesky) and a Leaderboard Display Ad on the Maine Beaches website's Destinations Page	\$7,025	\$2,000
Half Page 7"w x 4.75"h	One Social Media Post (Facebook, Instagram, Threads, and Bluesky) and a Leaderboard Display Ad on the Chamber's Community page on The Maine Beaches website	\$5,050	\$1,350
1/3 Page Square 4.5"w x 4.75"h	One Social Media Post (Facebook, Instagram, Threads, and Bluesky)	\$3,500	\$1,000
1/3 Page Vertical 2.25"w x 9.75"h	One Social Media Post (Facebook, Instagram, Threads, and Bluesky)	\$3,500	\$1,000
1/6 Page Horizontal* 4.5"w x 2.25"h	One Social Media Post (Facebook, Instagram, Threads, and Bluesky)	\$1,750	\$800
1/6 Page Vertical* 2.25"w x 4.75"h	One Social Media Post (Facebook, Instagram, Threads, and Bluesky)	\$1,750	\$800
Maine Beaches Visitor Guide Back Cover 8"w x 10.5"h	Two Social Media Posts (Facebook, Instagram, Threads, and Bluesky), a Display Block Ad on the Maine Beaches website's Destinations Page, and a Display ad in the Maine Beaches Insider email newsletter		\$4,000
Maine Beaches Visitor Guide Inside Cover (Front/Back) 8"w x 10.5"h	Two Social Media Posts (Facebook, Instagram, Threads, and Bluesky), a Display Block Ad on the Maine Beaches website's Destinations Page, and a Leaderboard Display ad in the Maine Beaches Insider email newsletter		\$2,500

* See note on next page regarding 1/6 page ads

Relax. Explore. Repeat. Year-Round!

Insertion Order Form

Space Reservation Deadline: September 15, 2026

Ad Copy and Payment Deadline: September 30, 2026

The Form Is Now Online at
<https://TheMaineBeaches.com/VisitorGuideAds>

You can also scan the QR
code to complete this on your
mobile device.



Print Ad Production Information:

All ads must be supplied in an electronic high-resolution CMYK PDF format. You can send your ad to your Chamber of Commerce representative. Maine Tourism Association and Maine Beaches Association will not accept quality responsibility for digital 4-color ads unaccompanied by a commercial-quality color proof.

All images must be 300dpi and within 20% of the size used in the advertisement. All fonts must be embedded. Line art must be 1200dpi. BLEED ADS MUST HAVE 0.125" BLEED ON ALL SIDES.

Do not use Pantone or Spot colors and convert all RGB colors to CMYK. If your ad needs design and/or production, the fee is \$150 per hour (does not include placement cost.)

Payment Information:

Payments for ad insertions are made to the **Chamber of Commerce** who you are working with. Any checks made out to the Maine Beaches Association will not be accepted.

Digital Ad Information:

Leaderboard Display Ad size: 728px x 90px

Block Display Ad size: 300px x 250px

Social Media ad size: 1200px x 1200px

All ads must be in JPG format. No animated ads. Ads will point to website URL printed above. Website ads will remain on website until December 1, 2027. Ads for the Maine Beaches Insider Newsletter will run in 2027. Ads for social media will be scheduled by Maine Beaches staff.

Note Regarding 1/6 Page Ads:

In order to utilize all available space on a page, 1/6-page ads might need to be a specific orientation. Preference will be given to early space reservations and at the discretion of Maine Beaches Association.

Make checks payable to:

York Region Chamber of Commerce
1 Stonewall Lane
York, ME 03909

ACH and Credit Card payments are accepted. We offer a cash price and a credit card price. Contact holly@yorkme.org FMI.

Relax. Explore. Repeat. Year-Round!