



BANGOR **METRO**

2017 • Media Kit

BDN

2017 EDITORIAL CALENDAR



JANUARY

Winter in Maine

Make the most of winter in Maine

Editorial Deadline: Nov. 11

Space Deadline: Nov. 18

Final Clear Deadline: Nov. 23

FEBRUARY

Finance and Economy

*What you need to survive
and thrive in 2017*

Editorial Deadline: Dec. 16

Space Deadline: Dec. 23

Final Clear Deadline: Dec. 29

MARCH

Arts and Culture

*Meet the artists, musicians and
creators shaping Maine's culture*

Editorial Deadline: Jan. 13

Space Deadline: Jan. 20

Final Clear Deadline: Jan. 27

APRIL

Leadership in Maine

*A spotlight on the leaders guiding
Maine's future*

Editorial Deadline: Feb. 10

Space Deadline: Feb. 17

Final Clear Deadline: Feb. 24

MAY

Sustainable Living

*Taking care of our natural resources
and living responsibly*

Editorial Deadline: March 17

Space Deadline: March 24

Final Clear Deadline: March 31

JUNE

Summer Guide

The ultimate summer event listing

Editorial Deadline: April 14

Space Deadline: April 21

Final Clear Deadline: April 28

JULY

Family Life

The best of family living in Maine

Editorial Deadline: May 12

Space Deadline: May 19

Final Clear Deadline: May 26

AUGUST

On the Town

*A guide to Maine's best nightlife
and entertainment*

Editorial Deadline: June 16

Space Deadline: June 23

Final Clear Deadline: June 30

SEPTEMBER

Food

*Our annual Best Restaurant
contest and listing*

Editorial Deadline: July 14

Space Deadline: July 21

Final Clear Deadline: July 28

OCTOBER

Health & Wellness

Get fit, stay healthy, be the best you

Editorial Deadline: Aug. 11

Space Deadline: Aug. 18

Final Clear Deadline: Aug. 25

NOVEMBER

Home

Get comfortable with all things home

Editorial Deadline: Sept. 15

Space Deadline: Sept. 22

Final Clear Deadline: Sept. 29

DECEMBER

Holidays

2017 Gift Guide and more

Editorial Deadline: Oct. 13

Space Deadline: Oct. 20

Final Clear Deadline: Oct. 27



EDITORIAL CONTENT

Every month we profile local businesses, Maine towns, events and more. Interested in having your ad placed near particular content? Talk to your sales representative about opportunities to position your business in the best light. Here's a look at some of our most popular sections:

Feature Stories



These stories vary each month. This past year we have featured the best restaurants in our region, renovated mills, traditional Maine craftsmen and more.



From the Land

Our region is known for its agricultural heritage and DIY pride. This section focuses on the people living, working and creating from the land.



Business

We profile local business people making great strides in their industry as well as products made right here in Maine.



Home & Family

This section focuses on the home lives of our readers, offering remodeling tips, family vacation ideas, and more.



Then & Now

Each month we feature a specific town or city in our coverage area and share photos of the community's past and present. Ads that run in this section are from the city or town profiled, which promotes their business and demonstrates community pride.



Arts, Music, & Events

What's Happening

We feature events, concerts and happenings in our comprehensive monthly calendar listing.

Entertainment

Each month, we highlight the best of arts, music and nightlife in the region.



Fitness & Health

From workout plans to healthy eating, we offer the information and insights our readers need to lead better, longer lives.



Food & Drink

You'll find tasty recipes and profiles of Maine's best chefs and restaurants.



Special Features

We regularly publish special features that cover the topics of healthcare, food, summer fun and more.



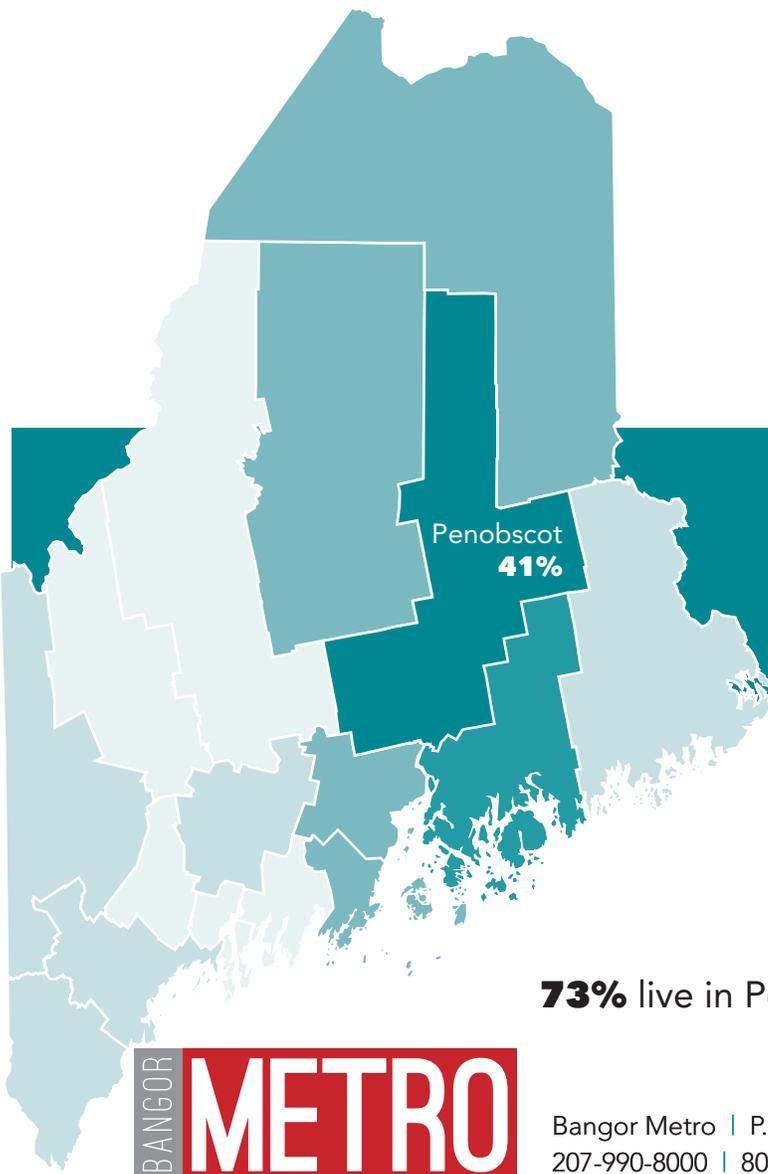
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207-990-8000 | 800-432-7964 | bangormetro.com



APX. **21,000**
TOTAL READERSHIP

Distributed through

newsstands, waiting rooms,
libraries, and more throughout
throughout Greater Bangor,
Caribou, Houlton, Lincoln,
Machias, Bar Harbor, Camden,
Ellsworth, Bucksport,
Belfast and more.



SUBSCRIBER INFO

51% are 45-64 years old

79% Female / **21%** Male

47% have bachelor's degree or higher

73% live in Penobscot, Hancock, and Waldo Counties

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SPECS

Ad Formats



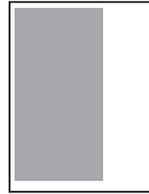
Double Truck

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



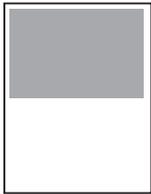
Full Page

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



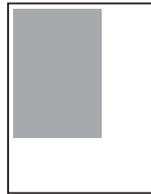
2/3 Vert.

4.75" x 10"



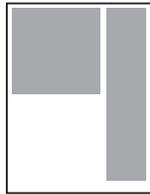
1/2 Horz.

7.375" x 4.875"



1/2 Island

4.75" x 7.5"



1/3 Square

4.75" x 4.875"

1/3 Vert.

2.25" x 10"

REAL ESTATE LISTINGS

County

Photo of property

Agent
Photo

Town or City • MLS #

10-15 word description.
About three lines of copy regarding the property, including the price. \$167,000

Company
Logo
Max. .5" x .35"

Realtor Name
Realtor Company
Realtor Phone Number

www.realtorwebsite.com

RESTAURANT ADS

City

1 Block

1.7" x 2"

Technical Info

- Positions shown at left are only examples. The position of your ad may vary.
- All ad sizes are width x height.
- On full page and double truck ads, please keep critical information at least .25" from left or right edges and gutter.

FILE SPECS: All ads must be submitted as high resolution (press quality) flattened 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) 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), please be sure to use high resolution transparency flattening when making your PDF.

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.

DELIVERY METHODS: Ads may be submitted via e-mail to **your sales representative**.



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RATES

Advertising Rate Card *Effective through Dec. 31, 2017*

Bangor Metro is distributed to business waiting rooms, affluent households, statewide business leaders, newsstands, chambers of commerce members, and subscribers and newsstands statewide.

All prices are per ad insertion.

Ad Sizes	Display Ad Rates			ALL PRICING BELOW IS NET. NO ADDITIONAL DISCOUNTS APPLY.			
	12x	6x	1x	Dining Guide		Metro Home	
	12x	6x	1x	12x	6x	12x	6x
Full Page	\$ 1,170	\$ 1,270	\$ 1,470				
2/3 Page	\$ 1,025	\$ 1,125	\$ 1,325				
1/2 Page Horz	\$ 799	\$ 899	\$ 999				
1/2 Page Island	\$ 799	\$ 899	\$ 999				
1/3 Page Squ	\$ 495	\$ 550	\$ 699				
1/3 Page Vert	\$ 495	\$ 550	\$ 699				
Double Truck	\$ 2,100	\$ 2,200	\$ 2,400				
Restaurant Listing				\$75/block	\$100/block		
Real Estate/Home Listing						\$75/block	\$100/block

Premium Positioning

Ad Size	12x	6x	1x
Back Cover	\$ 1,670	\$ 1,770	\$ 1,970
Inside Front Cover	\$ 1,370	\$ 1,470	\$ 1,670
Inside Back Cover	\$ 1,270	\$ 1,370	\$ 1,570

Prices are per ad insertion. Display rates are agency commissionable.

Terms & Conditions

A contract schedule is based on frequency. Ad sizes can change per insertion. Individual client frequency contracts begin with your first insertion and must be fulfilled within a 12-month period from the original start date. If a contract schedule is 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. Invoices are mailed on the day of publication. All accounts are net 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. Publisher reserves the right to reject any ad. Advertiser and/or agency assumes all responsibility for ad content. Ad prices are net.

www.bangormetro.com



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ADDITIONAL OPPORTUNITIES



Kitchen Remodel, Dos & Don'ts

Ready to renovate? Take a look at these tips from the professionals at **Maine Stone Design Center**.

Do you know a kitchen remodeling project can add as much as 82 percent of the project's cost back into the value of your home? But not every kitchen project is a guaranteed return. Homeowners may inadvertently make changes that end up adding not like a new health-safer than improving the space. The best way to ensure your project is a winner is to use a design professional, like Marcy Whipple of Maine Stone Design Center by Quality. Marcy, known formerly as Quaker Center, the Maine Stone Design Center offers the following dos and don'ts for your next renovation project.

DO consider the way your kitchen will look with the rest of the home. Keep the architectural style of your home in mind. A farmhouse sink and country cabinets can look out of place in an ultra-modern home. Maine Stone Design Center has expanded their offerings to include not only countertops but also cabinetry, tile, and other finishing surfaces.

DON'T overlook the importance of a seasonal designer. Marcy Whipple joined the Maine Stone Design Center staff in November of 2013 and brings her 14 years of interior design, sales experience,

and customer service to the company. Marcy selected Ultracraft, Flatiron, and Mid-Continent cabinet lines that allow her to design within any budget and design scheme. Marcy has also brought several new tile and flooring lines to the company. The ability to offer all the design features in a room allows her to create the perfect backsplash, floor, custom shower, or anything else her clients need.

DO look beyond surface details. The kitchen should be beautiful as well as functional and long-lasting. Consider what the above-cabinet materials will look like in your own home. Maine Stone Design Center offers customers the opportunity to view their huge selection of stone countertop materials, including granite, marble, quartz, and soapstone under lighting conditions similar to the inside of a home. This provides the best way to envision what the slab will look like installed. Having the material indoors means the slabs are free from the sun's UV contamination and fading issues. dust, rain, wind and snow. Maine Stone Design Center's showrooms in the only facility north of Boston that allows the general public to see this much raw material without an appointment, or

DON'T forget about your budget. Make sure you can afford your project and plan for some unexpected purchases. Maine Stone Design Center has hundreds of remnants that can be used for bathrooms, island, and other small sections. These remnant pieces are all photographed and stored on the company's website with details listing the size and color of each piece. Every piece in the remnant library is the same price and if combined with a kitchen there is no charge for the material (you pay only for transport/install). However, as one of the largest granite countertop suppliers in the State, Maine Stone Design Center is able to offer their biggest savings option to cabinet and flooring customers.



Paid Advertisement for Maine Stone Design Center

Advertorial/Paid Editorial

Showcase your business and expertise in your field with an advertorial. Modeled after our regular feature stories, advertorials are written to highlight your business while providing helpful tips and information.

How it works: All editorial and photography is provided by the advertiser. Advertiser provides: A 500-600 word story positioning themselves as an expert in the field. Your story should be engaging and informative, not an advertisement. Advertiser will also provide 3 high-resolution photos for Bangor Metro to choose from for layout, as well as their business logo and contact information.

Deadline & Pricing: All materials are due by the space deadline outlined in the Editorial Calendar. All advertorial features are full page and **priced at \$1,495**.

Includes a box with your logo and contact information (phone, address, website)

Sponsored Content

Your business can sponsor one of our regular feature articles. Position your brand beside one of our popular sections, including Q+A, Food & Drink, Home & Family, Health & Fitness and Outdoors.

How it works: Advertiser provides their business logo and contact information which will be positioned on the opening page of the section of their choosing (depending upon availability; all opportunities are first come, first served).

Deadline & Pricing: Reserve your sponsorship by the space deadline outlined in the Editorial Calendar; all materials are due by the Ad Deadline. All sponsored content opportunities are **priced at \$395**.

Includes a box with your logo and contact information (phone, address, website)



Age-friendly initiatives are powering up in Bangor.

By JANE MARRISSION

Age-friendly community residents benefit from an environment that encourages them to remain active and socially engaged in an enjoyable setting. By adopting such practices as safe, walkable streets, better housing and transportation options and more opportunities for residents to participate in community activities, cities and towns can become great places to live for people of all ages.

The AARP Network of Age-Friendly Communities, a national initiative, is designed to support the efforts of neighborhoods, towns and cities to adopt these and other age-friendly practices. Well-designed, livable communities promote health and sustain economic growth, making for happier and healthier residents, whether young or old.

Earlier this year, it was announced that the city of Bangor had become the 300th community in the United States to join the AARP Network of Age-Friendly Communities, and the 17th in Maine at that time. Bangor always ranks high in studies of livability and best places to retire, and this is another positive step toward making the city an even greater place to live. By joining the NAFC, Bangor became part of

a global network of communities engaged in this initiative and Bangor is already serving as a potential model for other Maine cities and towns to follow.

One of the chief strengths of Bangor's age-friendly work is that, as they have from the beginning, organizations, community leaders and local entities are effectively partnering to make the most of the opportunity. The enthusiasm among participants is palpable. Bangor Public Health Director Patty Hamilton has been an integral part of the driving force behind Bangor joining the NAFC.

"Bangor is ready to focus on new and novel approaches to making our city better," she said. "We need to take advantage of the expertise and experience right here in our city. Through this initiative, we can acknowledge the positive and galvanize the community." One of the next steps is for city officials to home in on ideas resulting from nine facilitated focus groups that meet this fall. Representing different areas of the city, the collective voice from the focus groups will serve as a springboard for community leaders to learn what Bangor residents envision when it comes to advancing local age-friendly initiatives.



Acadia's Oktoberfest

Beer, Food, Arts & Crafts Festival

For more business listing information, visit acadialuncher.com

7th Annual Wine Tasting
Friday, October 7
4:00 p.m.
Sunglassin's Dive
Competition

21st Annual Brewfest
Saturday, October 8
11:00 a.m.
Sunglassin's Dive
Competition

Hosted by the
Southwest Harbor & Tremont Chamber of Commerce
329 Main St. • Southwest Harbor • 244-9264

October 25
20th Annual Pumpkins in the Park, Civic Business Center

Nov. 23
21st Annual Halloween celebration is a family-friendly event set for the Civic Business Center in Tremont. Featuring a parade of floats, costumes, games, trick or treating, dancing, face painting, balloon-tossing and more. Tickets: \$5.00. Set for 6:00 p.m. to 9:00 p.m. on Sunday.

Event Advertising

Promote your event in our "What's Happening" section featuring a monthly listing of Maine events. Space is limited to 4 ads per issue in this section and the ad must feature an upcoming event.

Deadline & Pricing: All "What's Happening" ads are **priced at \$400**, with regular ad deadlines.



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ADDITIONAL OPPORTUNITIES

Pop Quiz Sponsor

Sponsor our monthly Pop Quiz. Your sponsorship includes your name or logo and contact information (phone, address, website) on the Pop Quiz featured on page 9. We'll also tag your business on Facebook when the answers are revealed on the Bangor Metro Facebook page.

How it works: Advertiser provides their business logo and contact information which will be positioned at the bottom of the Pop Quiz. Have suggestions for Pop Quiz questions? Pass them along to your sales representative!

Pricing: \$100

Includes your logo or business name and contact information (phone, address, website) 



Pop Quiz

It's vacation time!
Moosehead Lake is one of Maine's most popular summer destinations. How much do you know about the Moosehead region?
Stay tuned to our Facebook page for the answers!

- 1. True or False:** Moosehead Lake is the biggest lake east of the Mississippi contained in one state.
- 2. How many Islands are in Moosehead Lake?**
a. 10
b. 50
c. 80
- 3. The total area of all standing surface waters in the Moosehead Lake Region total more than**
a. 112,000 acres
b. 238,000 acres
c. 524,000 acres
- 4. True or False:** The Moosehead Lake Region includes 127 townships.
- 5. True or False:** At its deepest point, Moosehead Lake is 246 feet deep.

Sponsored by
Moosehead Lake Region Chamber of Commerce

Visit our Bangor Metro Facebook page for answers!

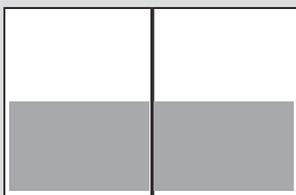
GET CREATIVE

Ad Placement Options

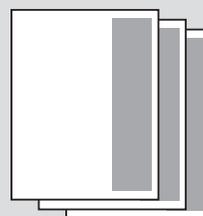
Looking to get creative with your ad placement? Here are a few ideas to get you thinking about ways to better promote your business and spend your advertising dollars! Talk to your sales representative about your options.



Purchase a Full Page Ad and a Third Page Ad and position them on facing pages for a more commanding presence



Split your Full Page Ad into 2 Half Page Ads and request to place them side-by-side, or on consecutive pages, or spread throughout the magazine



Split your Full Page Ad into a series of 3 Third Page Ads on consecutive pages



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