

# Tourist News

7 Chase Hill Road • Kennebunk, Maine • 04043  
hello@touristnewsmaine.com • www.touristnewsmaine.com  
207.204.0055

## **What is the Tourist News?**

Founded in 1958, the Tourist News is a four-season (March through December) arts and entertainment newspaper circulated throughout Maine's south coastal region. Tourist News is privately owned and is not affiliated with any other newspaper or newspaper chain. It is produced in a home-office on Chase Hill Road in Kennebunk. The current publisher, Kingsley Gallup, purchased the Tourist News in January, 2018.

## **Who reads the Tourist News?**

Everyone! The Tourist News is not just for tourists. Year-round residents and seasonal residents, as well as area vacationers and transient visitors pick up the Tourist News to find out what's going throughout the region. Tourist News is for those who live here, visit here and love it here!

## **What's in the Tourist News?**

The Tourist News is packed with stories on events, galleries, businesses, people, points of interest and local history. Calendar pages include things to do and places to go. Other pages help readers find shops, restaurants, galleries, museums, beaches, amusements and landmarks. Book reviews, humor pieces and fine photography contribute to the appeal of Southern Maine's most popular arts and entertainment publication.

## **How and where is the Tourist News delivered?**

The Tourist News is distributed by a professional delivery service (Spofford News) at more than 450 locations in Portland, Saco, Biddeford, Old Orchard Beach, Kennebunkport, Cape Porpoise, Biddeford Pool, Kennebunk, Wells, Ogunquit, York, Kittery and Portsmouth, New Hampshire. Delivery sites include motels, inns, hotels, campgrounds, restaurants, galleries, museums, retail shops, convenience stores and supermarkets, chambers of commerce, visitor centers and Maine Tourism information centers. *New delivery sites are always welcome.* Call or e-mail us if you would like to be added to the list; please tell us how many copies you would like delivered and what months you're open.

## **How many copies are printed?**

Our summer circulation is 15,000 to 17,000 copies weekly. Off-season circulation is 12,000 to 14,000.

## **Where and when is it printed?**

The Tourist News is printed by the Seacoast Media Group in Portsmouth, New Hampshire. Tourist News goes to press at noon on Monday. Delivery begins Monday evening and is completed by Wednesday morning. The issue date is always Thursday of that week. For deadlines, please refer to 2018 Publication Schedule & Deadlines.



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## 2018 Issue Dates & Deadlines • 26 issues!

### SPRING • 7 ISSUES • BI-WEEKLY

<u>Issue Date</u>	<u>Ad deadline</u>	<u>Calendar &amp; Press Release Deadline</u>
March 15 (2018 kickoff)	Tues., Feb. 20	Tues., February 27
March 29	Tues., March 6	Tues., March 13
April 12	Tues., March 20	Tues., March 27
April 26	Tues., April 3	Tues., April 10
May 10 (Mother's Day May 13)	Tues., April 17	Tues., April 24
May 24 (Memorial Day May 28)	Tues., May 1	Tues., May 8
June 7 (Father's Day June 17)	Tues., May 15	Tues., May 22

### SUMMER • 11 ISSUES • WEEKLY

June 21	Tues. May 29	Tues., June 5
June 28 (The July 4 Issue)	Tues., June 5	Tues., June 12
July 5	Tues., June 12	Tues., June 19
July 12	Tues., June 19	Tues., June 26
July 19	Tues., June 26	Tues., July 3
July 26	Tues., July 3	Tues., July 10
August 2	Tues., July 10	Tues., July 17
August 9	Tues., July 17	Tues., July 24
August 16	Tues., July 24	Tues., July 31
August 23	Tues., July 31	Tues., August 7
August 30 (Labor Day Sept. 3))	Tues., August 7	Tues., August 14

### FALL/WINTER • 8 ISSUES • BI-WEEKLY

Sept. 13	Tues., August 21	Tues., August 28
Sept. 27 (Columbus Day Oct. 8)	Tues., September 4	Tues., September 11
October 11	Tues., September 18	Tues., September 25
October 25	Tues., October 2	Tues., October 9
November 8	Tues., October 16	Tues., October 23
November 22 (The Holiday Issue)	Tues., October 30	Tues., November 6
December 6	Tues., Nov. 13	Tues., November 20
December 20 (New Year's)	Tues., Nov. 27	Tues., December 4

Calendar/PR deadline is **16 days** before issue date | Ad deadline is **23 days** before issue date

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## 2018 Ad sizes and prices

<b>1/24 page</b> Actual size	<b>\$72 Full Color</b> 3.3" wide x 1.75" tall OR 1.625" wide x 3.5" tall	<b>\$57 Black and White</b>
<b>1/20 page</b> Actual size	<b>\$95 Full Color</b> 1.625" x 5"	<b>\$80 Black and White</b>
<b>1/12 page</b> Actual size	<b>\$120 Full Color</b> 3.3" x 3.5" OR 5" x 2.25"	<b>\$100 Black and White</b>
<b>1/6 page</b> Actual size	<b>\$285 Full Color</b> 5" x 5"	<b>\$235 Black and White</b>
<b>1/8 page</b> Actual size	<b>\$198 Full Color</b> 5" x 3.5" OR 3.3" x 5"	<b>\$168 Black and White</b>
<b>1/5 page</b> Actual size	<b>\$220 Full Color</b> 3.3" x 6"	<b>\$190 Black and White</b>
<b>¼ page</b> Actual size	<b>\$385 Full Color</b> 5" x 7"	<b>\$295 Black and White</b>
<b>½ page</b> Actual size	<b>\$686 Full Color</b> 10.37" x 7"	<b>\$586 Black and White</b>
<b>FULL PAGE</b> Actual size	<b>\$1265 Full Color</b> 10.37" x 14.5"	<b>\$1115 Black and White</b>

**quarter-page**  
**5" x 7"**  
**\$385**

**BW \$295**

**1/5-page**  
**\$220**  
**3.3" x 6"**

**BW \$190**

**half-page**  
**10.37" x 7"**  
**\$686**

**BW \$586**

**Full Page 10.37" x 14.5" \$1265 BW \$1115**

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**2018 Advertising Rates**

**1/8-page**  
**5" x 3.5"**  
**\$198**

BW \$168

**1/8-page**  
**3.5" x 5"**  
**\$198**

BW \$168

**1/6 page**  
**5" x 5"**  
**\$285**

BW \$235

**\$72**  
**1/24-page**  
**3.3" x 1.75"**

BW \$57

**\$95**  
**1/20-page**  
**1.625" x 5"**

BW \$80

**\$72**  
**1/24-page**  
**1.625" x 3.5"**

BW \$57

**1/12-page**  
**\$120**  
**3.3" x 3.5"**

BW \$100

**1/12-page**  
**\$120**  
**5" x 2.5"**

BW \$100