

# Locals & visitors enjoying will be **Out & About** this summer

*It's a real bargain  
to reach them.*

## Who are these people and how do they find **Out & About**?

**Newspaper Readers** - On May 26, June 30, July 28 and August 25 tens of thousands readers will enjoy Out & About in their local newspapers, The Ellsworth American, Maine's largest weekly newspaper, and the Mount Desert Islander, the weekly newspaper covering Maine's favorite tourist destination.

**Visitors** - 530 outlets in Downeast Maine, including inns, B&Bs, motels, campgrounds, restaurants, retail business outlets and Chambers of Commerce in Ellsworth, Machias, Calais, Bucksport, Bar Harbor, Mount Desert and the Maritimes, offer Out & About free to visitors. These copies of Out & About deliver your advertising message to hundreds of thousands additional customers.

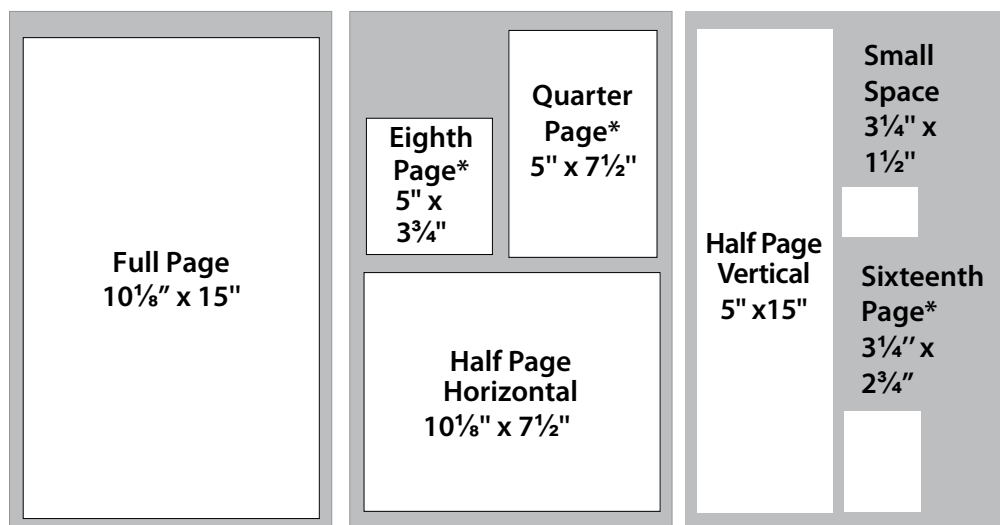
## 2022 Publication Schedule

Issue	Circulation Period	Ad Deadline
1	May 26 - June 29	April 20
2	June 30 - July 27	May 25
3	July 28 - August 24	June 29
4	August 25 - Oct. 7	July 27

## Order a Spec Ad today - IT'S FREE!

Advertising design is always free. Let us create an advertising campaign that will draw customers right to your door.

## Mechanical Requirements • Page Unit Sizes (width x height)



Let us help you develop a campaign that works for your budget.



## Costs Per Issue

Size	One issue	Two issues	Three issues	Four issues
Full page	\$2,900.00	\$2,800.00	\$2,670.00	\$2,550.00
Half page	1,525.00	1,450.00	1,377.00	1,305.00
Quarter page	785.00	750.00	703.00	668.00
Eighth page	427.00	409.00	390.00	365.00
Sixteenth page	231.00	221.00	211.00	189.00
Thirty-second page	135.00	129.00	124.00	119.00

Full color **FREE** with full page  
OR \$150 per issue.

### Package Advertisers\*

40%, 30%, 20%

### Ala cart contracts\*

10%

### Prompt payment by check

2%

### Prepayment by check

5%

\*Businesses with a current advertising package or ala cart contract qualify for additional discounts off regular Out & About advertising rates. Call for more information.

The Ellsworth  
American.

Mount  
Desert **Islander**

1 Printing House Sq., Ellsworth, ME 04605  
Tel. (207) 667-2576  
www.ellsworthamerican.com

10 Main Street, Bar Harbor, ME 04609  
Tel. (207) 288-0556  
www.mdlander.com