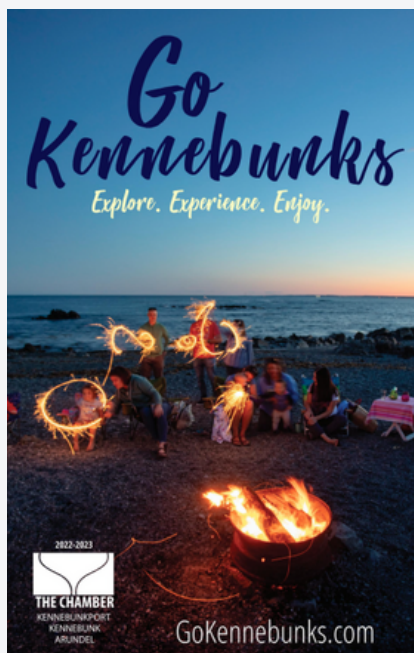


GO KENNEBUNKS GUIDEBOOK

ADVERTISING OPPORTUNITIES



- Distributed in over 300 locations including local businesses, seven state visitor centers and locations in Canada.
- Business listings for all members and accommodation/dining charts.
- Digital version on GoKennebunks.com; ads are clickable to your business website.
- Tide chart, area map, events calendar, "Perfect-Day" ideas and much more!
- **NEW THIS YEAR:** All full page and larger ads come with a digital ad on GoKennebunks.com!

AD SIZES & PRICING

- Inside Front Cover: \$4,159
- Inside First Page: \$3,579
- Inside Back Cover: \$4,159
- Back Cover: \$4,879
- Full Page: \$2,859
 - With bleed: 5.375" W x 8.75"H
 - Without bleed: 4.625"W x 7.625"H
- Half Page: \$1,629
 - Horizontal: 4.625"W x 3.75"H
 - Vertical: 2.25"W x 7.625"H
- Quarter Page: \$849
 - Horizontal: 4.625"W x 1.75"H
 - Vertical: 2.25"W x 3.75"H
- Eighth Page: \$519
 - 2.25"W x 1.75"H
- **YES! I would like to also purchase a map ad at the discounted price of \$575 – (normally \$599).**

AD COMMITMENT DEADLINE:
January 13, 2023

GO KENNEBUNKS MAP

ADVERTISING OPPORTUNITIES

The custom-drawn area map featuring Kennebunk, Kennebunkport and Arundel is a great resource for visitors, residents, businesses and people relocating to the area. With a print distribution of 25,000, the map is available at the Chamber visitors centers, at area businesses, points of interest and transportation centers. The map is also available for download at GoKennebunks.com.



The map is 17x22 and highlights local attractions, such as Walker's Point, local beaches, hiking/biking trails, historical landmarks and more.

AD SIZE & PRICING

2 x 2 ad: \$599

AD COMMITMENT DEADLINE:
JANUARY 13, 2023

IS YOUR MEMBER LISTING UP TO DATE? (FOR GUIDEBOOK)

Business Name: _____

Street Address: _____

Town: _____

Phone Number: _____

Website: _____

Business Description (15 words or fewer): _____

CLIENT MUST SUBMIT FULL-COLOR (CMYK)
HIGH RESOLUTION, CAMERA-READY AD

EAT THE KENNEBUNKS

ADVERTISING OPPORTUNITIES

Our 2023 dining guide follows on the heels of last year's edition, which flew off the shelves at the Tourism Information Center in Kittery and at accommodations throughout the Kennebunks.

This year's edition will feature what's new in dining, our ever-popular Lobster Roll Trail, Cocktail Trail AND Ice Cream Trail. Don't miss out on your opportunity to highlight your business to tens of thousands of diners.



AD SIZES & PRICING

- Inside Front Cover: \$1,200
- Back Cover: \$1,200
- Full Page: \$750
- Half Page: \$500

SPECS

Full Page

With bleed:
8.25W x 10.75H

Without bleed:
7.5W x 10H

Half Page

7.5W x 4.75H

AD COMMITMENT DEADLINE:
JANUARY 13, 2023

CLIENT MUST SUBMIT FULL-COLOR (CMYK)
HIGH RESOLUTION, CAMERA-READY AD

GOKENNEBUNKS.COM

DIGITAL ADVERTISING OPPORTUNITIES

PLAY & STAY

300x600: \$500

300x250: \$400

728x90: \$325

EAT & OPERATION TAKEOUT

300x600: \$500

300x250: \$400

728x90: \$325

EVENTS

300x600: \$400

300x250: \$300

728x90: \$225

OTHER SELECT PAGES

300x600: \$300

300x250: \$200

728x90: \$175

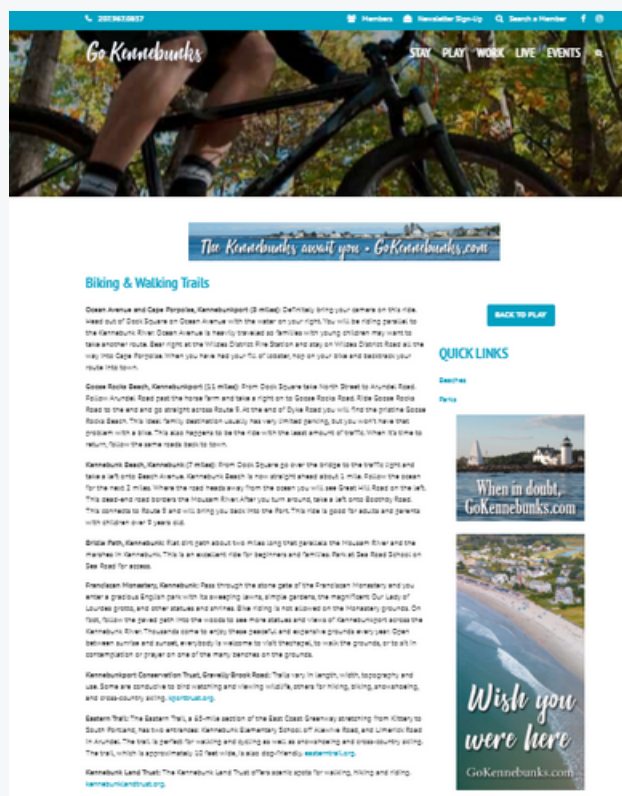
Feature your business on the all new GoKennebunks.com!

Ad Blocks

Fall: 9/9 - 12/16

Winter/Spring: 12/17 - 5/19

Summer: 5/20 - 9/8



DEDICATED EMAIL

ESTIMATED REACH: 2,500+

DATES AVAILABLE: All but Monday and Thursday

COST: \$200

THE ANCHOR

ADVERTISING OPPORTUNITIES

Supported by ads from local businesses, The Anchor is a printed weekly newsletter that has become a favorite for both visitors and local residents alike. Highlighting the week's events and activities, The Anchor is distributed via email, online and at more than 45 locations throughout the community. It is a great opportunity for businesses looking to expand their marketing at an affordable price.

AD SIZES

1.5"H x 2.5"W: \$550

2.5"H x 2.5"W: \$1,000

1.5"H x 8"W: \$1,500

SESSIONS | 16 WEEK AD PRESENCE

Summer: 5/26 - 9/1

Fall: 9/8 - 12/8

Winter: 12/15 - 5/18

Perfect Day: Annual

Motorcoach Edition: Annual

Cruise Ship Edition: Annual



ADDITIONAL DETAILS

- Winter session print size is 8.5x11, all other sessions are 8.5x14.
- Client must submit full color, high resolution, camera-ready ad.
- Ad must be delivered in either .jpg or .png format.



DESTINATION MARKETING

SPONSORSHIP OPPORTUNITIES

Our 2023 destination sponsorship packages are designed to help you reach thousands of visitors digitally on an annual basis. These packages focus on the following assets: email, web and social media.

PACKAGES

■ TIER 1: \$5,000 INVESTMENT

- Lead sponsor of tourist/visitor e-newsletter (52 weeks) & quarterly tourist email (total 173k+ subscribers annually)
- Four email blasts (2,700+ subscribers per email)
- 12 month skyscraper (300 x 600) digital ad placement on the Visiting Here page within GoKennebunks.com (200k+ annual visitors)
- Four Go Kennebunks Facebook posts (6,600+ followers) for events/specials & one Go Kennebunks Instagram story series

■ TIER 2: \$2,500 INVESTMENT

- Sponsor of tourist/visitor e-newsletter (52 weeks) & quarterly tourist email (total 173k+ subscribers annually)
- Two email blasts (2,700+ subscribers per email)
- 12 month skyscraper (300 x 600) digital ad placement on the Play page within GoKennebunks.com (200k+ annual visitors)
- Two Go Kennebunks Facebook posts (6,600+ followers) for events/specials & one Go Kennebunks Instagram story series

■ TIER 3: \$1,000 INVESTMENT

- Sponsor of tourist/visitor e-newsletter (52 weeks) & quarterly tourist email (total 173k+ subscribers annually)
- One email blast (2,700+ subscribers per email)
- One Go Kennebunks Facebook post (6,600+ followers) for events/specials

■ TIER 4: \$500 INVESTMENT

- Sponsor of tourist/visitor e-newsletter (52 weeks) & quarterly tourist email (total 173k+ subscribers annually)
- One Go Kennebunks Facebook post (6,600+ followers) for events/specials