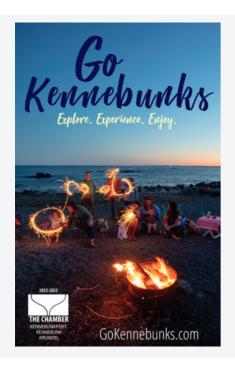


GO KENNEBUNKS GUIDEBOOK

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 COMMITMENT DEADLINE:
January 13, 2023

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).



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):

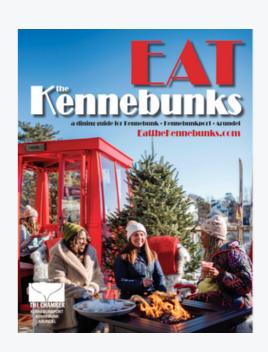


EAT THE KENNEBUNKS

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





Biking & Walking Trails

Commission and Cape Projects, Generalization of Bridge Carthridge, Strong and carea on this cape has did not Dest Schart on Obsert Annual with the related on your right filts. Will be eithing persists to the Generalizat Marie Commission of heavily showed as the Minister with young ordinate may want to the advancer work. See regime or the William Commission the Station and page of William Commission will be young Cape Thomas William See Association and the Station and page of your William Commission See and young Cape Office Stations.

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Rennebunkport Conservation Thust, Coverily Brook Reset: Trails vary in Length, width, topography at use. Some are conductive to bid extending and viewing widelfs, covers for mixing, citing, and wands and preservative, self-experiments are.

Seatem field the Seatem field, a 55-mile section of the Seat Coast Greenway streaming from Kitzery Seate forceast, was the enteriors: Connective Sementary Seriors of Assetse Read, and University Re-In-Assets The Seat is perfect for reading and systing as well as minimized and organisativity set

Rennebunk Land Trust: The Gennebunk Land Trust offers specie spots for waiting, hiking and ris









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, cameraready 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