

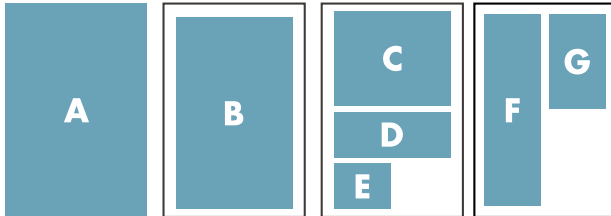
Explore & Discover Guide



Our greater LA region has a lot to offer, and we want to showcase how unique + vivid our area of Maine truly is - to visitors and the talent being recruited to our region. With events happening all year and Maine's great outdoors right in our backyard, we are a great destination for families, couples, and solo explorers to visit, live, work and play. This **regional printed guide** will highlight the greater LA Region, from Poland to Lisbon, to Sabattus + Turner.

Who you will reach: The **LA Region Explore + Discover Guide** will reach residents, and visitors to Maine through AAA Travel, Maine Office of Tourism Visitor locations and area Chambers; as well as reaching aspiring Mainers looking to relocate to Maine for our quality of life. This printed guide will also be an exceptional asset used for recruiting prospective talent to our region.

AD SPECS



A - FULL BLEED
5.625"W x 8.5"H

B - FULL PAGE
4.625"W x 7.625"H

C - 1/2 HORIZONTAL
4.625"W x 3.75"H

D - 1/4 HORIZONTAL
4.625"W x 1.8125"H

E - 1/8
2.25"W x 1.8125"H

F - 1/2 VERTICAL
2.25"W x 7.625"H

G - 1/4 VERTICAL
2.25"W x 3.75"H

EARLY CONTRACT RATES:

Back Cover*: \$1,200/\$1,350

Inside Cover (Front or Back)*:
\$1,050/\$1,150

Centerfold 2 Page Spread*
\$1,800/\$2,000

Full Page (A or B): \$1,050/\$1,150 (\$1,400 Non-member)

1/2 Page (C or F): \$550/\$600 (\$775 Non-Member)

1/4 Page (D or G): \$425/\$475 (\$575 Non-Member)

1/8 Page (E): \$300/\$325 (\$450 Non-Member)

*Explore + Discover is a publication of the LA Metro Chamber, those with Chamber memberships in good standing will receive the special member rates.

*Green Pricing indicates 2025 Early Bird Prices. Black indicates regular ad rates after January 15th.

**COMMIT BY
JANUARY 15TH
FOR EARLY PRICING**

EXPLORE + DISCOVER GUIDE SECTIONS

STAY A DAY

Highlights visitor attractions completed in a day

STAY TO PLAY

Highlights longer trips + overnight area attractions

STAY A LIFETIME

Highlights quality of life + the fabric of our community

2024 EXPLORE + DISCOVER METRICS

Last year, over **15,000** copies of the Explore + Discover guide were distributed throughout our region and sent across the US.

- **3,000+** Expanded Talent Attraction Promotion + Mailing
- **1,500+** at Maine Chambers
- **5,000+** in Maine visitor centers
- **1,500+** Direct Mailed
- **4,000+** Local Distribution

DISTRIBUTION

- AAA Throughout Northern New England
- 16 Southern + Western Maine Chambers
- Maine Visitor Information Centers
- DiscoverLAMaine.com
- eGuide Available on LAMetroChamber.com
- Area Businesses

KEY DEADLINES

JANUARY 31ST: PAYMENT AND DESIGN ASSETS DUE

FEBRUARY 7TH: COMPLETE DESIGNED ADS DUE

EXPLORE + DISCOVER GUIDE

EXCLUSIVE EARLY ADVERTISER MEMBER CONTRACT

Company
Email
Billing Address
City

Contact
Phone
Website
Physical Address (if different)
State
Zip

PRINT AD SPECIFICATIONS

EARLY CONTRACT / 2025 RATES

SINGLE AD PLACEMENTS

FULL PAGE: \$1,050/\$1,150 (\$1,400 Non-member)

½ PAGE: \$550/\$600 (\$775 Non-Member)

¼ PAGE: \$425/\$475 (\$575 Non-Member)

⅛ PAGE: \$300/\$325 (450 Non-Member)

PREMIUM AD PLACEMENTS (members only)

BACK COVER: \$1,200/\$1,350

INSIDE COVER (FRONT OR BACK): \$1,050/\$1,150

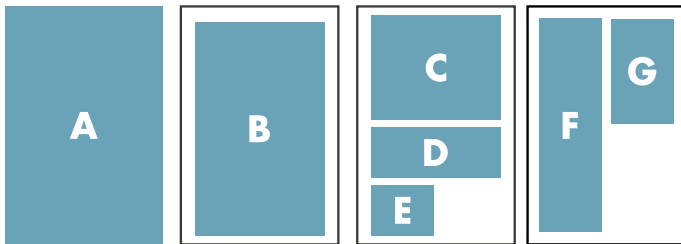
CENTERFOLD SPREAD: \$1,800/\$2,000

*Premium ad placements are first come first served

BULK ORDERS FOR TALENT ATTRACTION

FULL PAGE AD AND 1,000 PRINTED PIECES \$1600

½ PAGE AD AND 500 PRINTED PIECES \$1000



AD DESIGN INFORMATION

Print ready ad coming from client by **February 7th** emailed to Sam@LAMetroChamber.com

New ad to be designed by publisher. All assets and content to be supplied by **January 31st** and emailed to Sam@LAMetroChamber.com

PRICE

Cost of ad

FOR EARLY PRICING: Contract must be received by **January 15, 2025** and balance due must be paid in full no later than **January 31, 2025** unless otherwise approved by the LA Metro Chamber, and chamber membership must be in good standing.

All ads placed "run of publication" unless otherwise noted.

The publisher is not responsible for any errors in editorial, calendar or events, maps or index. This is offered as a FREE service.

Client's Name

Date

Client's Signature

LAMCC Signature

Return to
Lewiston Auburn Metropolitan Chamber of Commerce
415 Lisbon Street, Suite 100, Lewiston, ME 04240

-or-
email Sam@LAMetroChamber.com

*Cancellation Policy: Contract must be canceled in writing within 10 days of signature.

Notes:

Contact Sam at Sam@LAMetroChamber.com