

# Maine Gallery + Studio Guide



The 2018 Tour of Maine Art

**2019 MEDIA KIT**



## REACH ART LOVERS

Maine Gallery + Studio Guide is the trusted guide of choice for Maine art since 2001. Digest sized and portable, MG+SG is a well organized user-friendly passport to Maine art with maps, town directories and beautiful color reproduction. It is carefully distributed in a free controlled circulation that reaches readers who are locals, visitors and summer people who are interested in and can afford Maine art.

## WITH AFFORDABLE ADVERTISING

Advertisers benefit from affordable color rates and unmatched visibility and circulation. MG+SG is a respected and highly consulted art guide with an impressive record for selling art. Advertisers get significant additional online exposure with their own page on [www.mainegalleryguide.com](http://www.mainegalleryguide.com) and through Cafe des Artistes which promotes our client's openings and shows. Cafe des Artistes is recognized for increasing public awareness, excitement and traffic at openings and shows.

## CONTACT INFO

Maine Gallery + Studio Guide  
Lucerne-in-Maine  
92 Rockridge Road  
Dedham, Maine 04429  
207-974-9683

[info@mainegalleryguide.com](mailto:info@mainegalleryguide.com)  
[www.mainegalleryguide.com](http://www.mainegalleryguide.com)  
[facebook.com/mainegalleryguide](https://facebook.com/mainegalleryguide)





## **WEBSITE + BLOG**

Our dynamic website and Cafe des Artistes blog and newsletter create a continuous drum beat and excitement for our clients' openings, shows and news. Our website is fully mobile with powerful features that integrate clients and cafe postings, maps, cafe dates, and more. The Cafe des Artistes blog is recognized by many as Maine's best art news. MG+SG advertisers get free Cafe publicity for their shows.

## **EDITORIAL**

Maine Gallery + Studio Guide is an award-winning annual guide to Maine art and an informative touring guide small enough to fit in a glove compartment. It is organized by color-coded region traveling from Kittery to Eastport, with regional and town directories. The town-to-town tour shows representative art and the map location and contact info for respective galleries, studios and museums.

## **CIRCULATION**

25,000 issues of Maine Gallery + Studio Guide are distributed free statewide through Maine's best fine art galleries, studios and museums. It is on view and available at the Maine Tourism Info Centers in Kittery, Yarmouth, Fryeburg and Calais and at the Boothbay Harbor, Camden, and Bar Harbor Chambers of Commerce. House copies are also available at many fine lodging establishments. Individual copies can be purchased online using Paypal. A digital edition of Maine Gallery + Studio Guide on our website gets over 14,000 views.



# 2019 ADVERTISING RATES

## LISTINGS

Basic Listing Name, address, phone, email & url (Free w/any image or ad) \$295

Full Listing Above plus 30 words, all advertiser indexes, + map placement \$395

## ONE & TWO COLUMN IMAGES

Includes image caption with artist name in bold, title, media, size, and location where work can be seen. Images also include a free basic listing, directory listings, map placement and individual page on our web site

One Column Image A single column image (2.25" wide) ..... \$745

Two Column Image Like above but twice as wide (4.6" wide).....\$945

## DISPLAY ADS

Includes free basic listing, directory listings, map placement and web site page

Quarter Page Ad ..... \$1,145

Half Page Ad ..... \$1,345

Full Page Ad .....\$1,745

## GROUP ADS FOR NON-PROFIT ART GROUPS

Includes free basic listing, directory listings, map placement and and web site page

Full Page .....\$1,445

Two Page Spread..... \$2,495

Four Page Spread ..... \$3,995

## EARLY BIRD DISCOUNT

Take advantage of our popular 20% Off Early Bird Discount! To qualify, contracts must be signed before Sep. 1 and include a 25% deposit. Call now 207-974-9683.



## ABOUT

Maine Gallery + Studio Guide represents an exceptional community of studio artists, fine art galleries and museums. Our art loving and art collecting readers are an equal part of that community.

Maine art is the real deal and is second to none. We are honored to present a high quality annual tour of art with the goal of promoting and selling art. MG+SG stands alone in that regard, as a statewide guide that returning visitors and summer people seek out and consult. Wonderful things happen when artists and art lovers meet.



### **Anthony and Suzanne Anderson,** publishers

Anthony Anderson has been publishing visitor guides to resort destinations in Maine since 1984 and is on a personal mission to promote Maine art and cultural tourism. He has a BS in Communications, UMaine Orono, and is an award winning designer.

Suzanne Anderson is a graduate of MECA and owner of YIKES! Studio. Suzanne creates colorful contemporary jewelry and shows her work in many galleries and shops across New England.

# MAINE GALLERY + STUDIO GUIDE

## SUBMISSIONS POLICY

Thank you for advertising with us! Please use these directions for submitting ads and Café des Artistes releases. First, please sign up to receive our Café des Artistes newsletter, if you have not already, at [www.mainegalleryguide.com](http://www.mainegalleryguide.com) to always get our latest news and latest promotions.

**Ads for the 2019 MG+SG are due Dec. 1, 2018 with a final deadline of Jan. 15, 2019.**  
**Send your ad files to [suzanne@mainegalleryguide.com](mailto:suzanne@mainegalleryguide.com).**

**Images and Ads** - One and two column images are primarily designed for studio artists. They are much less expensive than ads, but have certain limitations. Images include a caption that reads "ARTIST NAME, "Title of work," media, (can be seen) at Artist Studio, and town. Please include your full caption info with your image. Images should be 300 dpi at 100%. We assume your image is exactly as you wish it to appear and will make no changes to it. We do not offer "proofs" of your image.

Ads come in quarter, half and full page sizes. Ad size and digital specs are available on our media kit which can be viewed and downloaded at [www.mainegalleryguide.com](http://www.mainegalleryguide.com), under advertising. Please be careful regarding extra background size for bleeds, and that ads and images are 300 dpi at 100% size. Properly prepared pdfs are preferred. Please do not send over-sized files, over 12 mb, which can sometimes block emails.

**Need assistance** with your ad? We can professionally prepare it for \$100.

**Special Placement** - We will do our best to accommodate placement preferences but can only guarantee placement with premium position ads

**Café des Artistes Submissions** - Please send press releases to [anthony@mainegalleryguide.com](mailto:anthony@mainegalleryguide.com).

We suggest one or two paragraphs and one or two images (200 kb – 500 kb average size) Café is every two weeks during the season May – Oct. and first Fridays of the month Nov. through May. with a monthly deadline of the Friday before first Friday

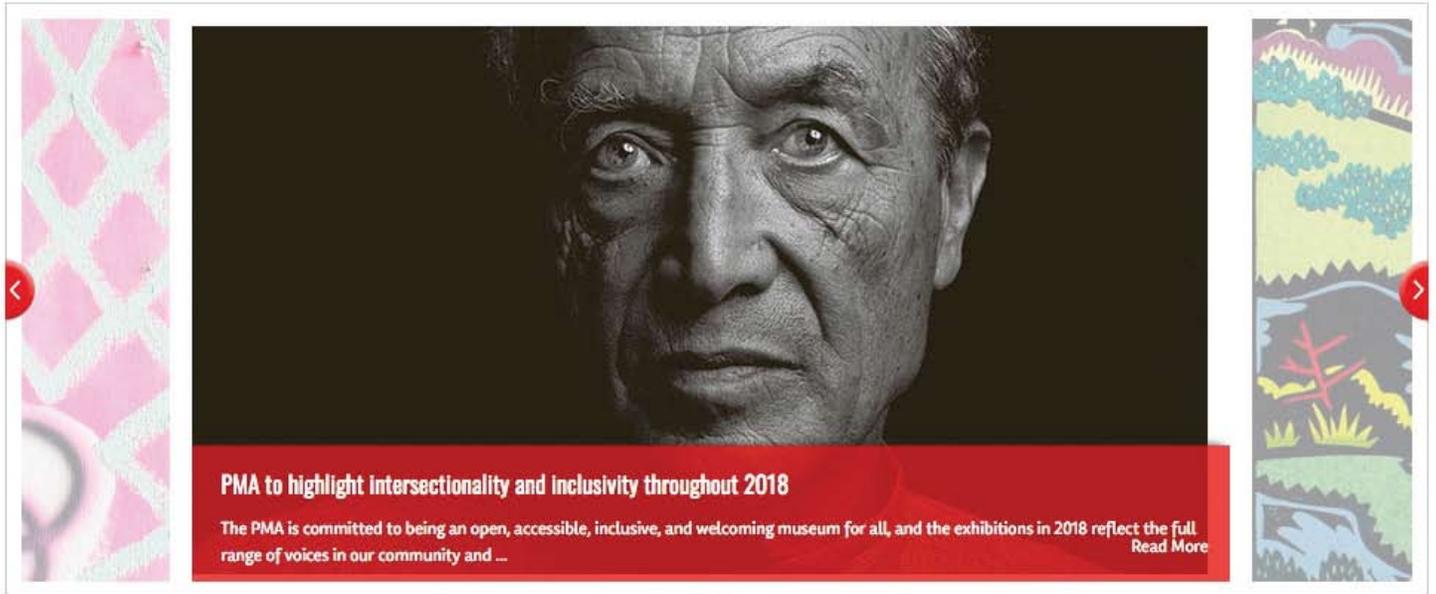
**For advertising info** contact Anthony Anderson, 207-974-9683

Please send ad payments and correspondence to  
Maine Gallery + Studio Guide  
92 Rockridge Road,  
Dedham ME 04429

[anthony@mainegalleryguide.com](mailto:anthony@mainegalleryguide.com)

# CAFE des ARTISTES

a roundup of Maine art news, openings and shows



Cafe des Artistes began in 2005 to promote the openings and shows of our advertising museums, galleries and studios. It has evolved from a blog to a podcast, from a weekly radio show to a large color print feature in the Bangor Daily. Today's Cafe blog and email newsletter is read and used by Maine's leading art professionals, artists, gallerists and Maine art lovers.

Cafe des Artistes is credited with increasing excitement, publicity and attendance for openings and shows. It is a free service to our advertisers. Here's what people are saying. . .

Thank you, Anthony. I dragged the link into our FB page - it looks good - I think! We have hired someone to take over our social media stuff, so once we have our new system in place, Kelsey will make very good use of your wonderful productions. And also....thank you so much for putting that photo of Jim and me with Tim Van Campen in the Gallery Guide. It's so much fun! the guide looks super, as always - already many have been picked up. Here's to a special summer for one and all, and sending you all my best, Cynthia, Caldbeck Gallery

I've truly been enjoying each edition of your blog. I feel it keeps me up to date on all that's happening in the Maine art scene and the only regret I have is that I can't make it to all events! Hope to cross paths one of these art walk nights -

– Anna Abaldo, Gallery Coordinator Maine Farmland Trust

Just wanted to say thank you for the great placement in last weeks Cafe des Artists.

– Thank you, Bruce Busko, Landing Gallery

# SIZES AND REQUIREMENTS

## Images

One and two column images include a caption, free listing, map placement, and all indexes

**One Column Image (top)**  
2.25"W x 3" H (13.5p x 18p)

**Two Column Image**  
4.625"W x 3"H (28p x 18p)

## Display ads

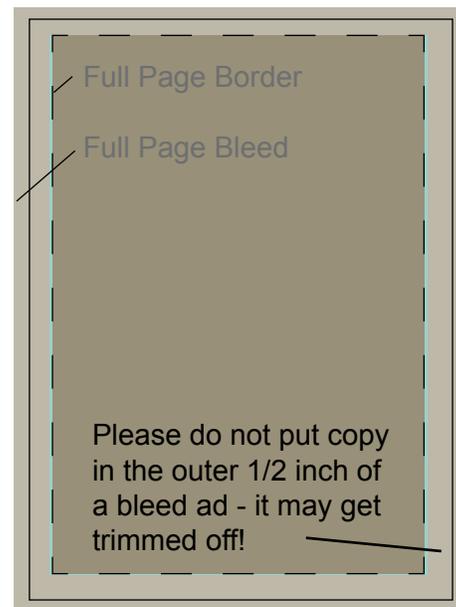
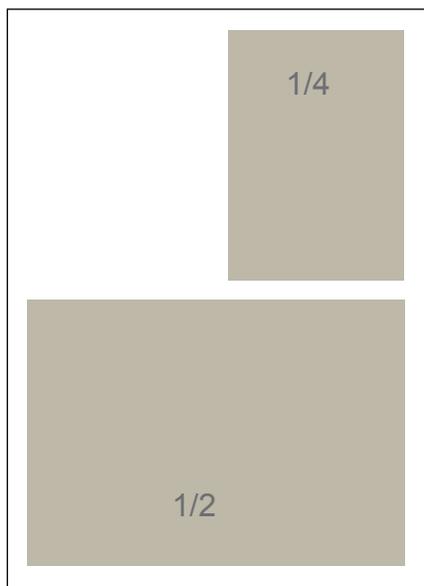
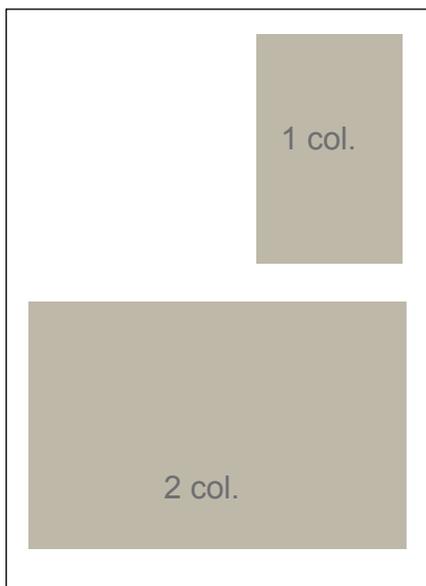
Display ads include listing, map placement, and all indexes.

**Quarter page** 2.25" W x 3.75"H  
(13.5p x 22.5p)

**Half page** 4.625" W x 3.75"H  
(28p x 22.5p)

**Full page w/border** 4.625"W x 7.625"H (28p x 46p)

**Full page bleed** 5.25"W x 8.32"H (33p x 52p) *Important!* Extend bleed .25" beyond on all sides and confine all ad copy to within 4.625" x 7.625"



# DIGITAL REQUIREMENTS & SUBMISSION POLICY

File name should be advertiser name plus year and file type, i.e., "Acme Gallery2018.pdf". Images should be 300 dpi at 100%, and in CMYK mode. Export PDFs with high quality or press profile, with fonts embedded.

Please email your ad files to [suzanne@mainegalleryguide.com](mailto:suzanne@mainegalleryguide.com), and include account name, size of ad, and your email and contact info. CDs and other materials can be mailed or shipped to:

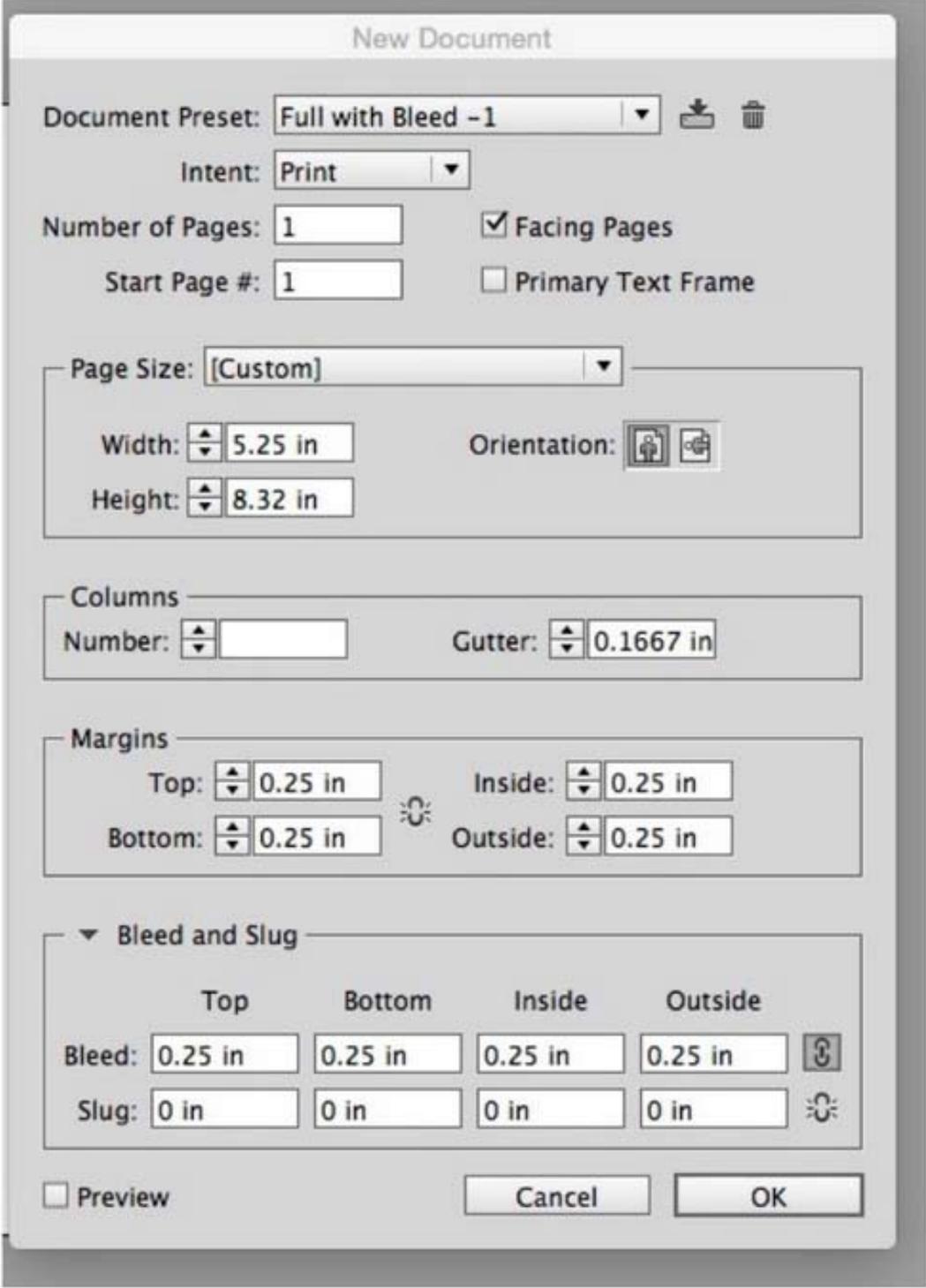
Maine Gallery + Studio Guide, 92 Rockridge Rd., Dedham ME 04429, with **signatures waived**.

# FULL BLEED PAGE SETUP (INDESIGN DOCS)

Creating the PDF:

All images should be 300 dpi and CYMK before making the pdf

No crop or trim marks. When making the pdf, include the bleed



# Maine Gallery + Studio Guide

18 years of promoting Maine art to the world!

## Advertising Rates for 2019

Print advertising can be either listings, images, or ads. Images and ads include a free basic listing, directory listings, map placement and page on our web site.

### Listings

**Basic Listing** Name, address, phone, email & url (Free w/any image or ad) .....\$295  
**Full Listing** Above plus 30 words, all advertiser indexes, + map placement.....\$395

### One & Two Column Images

Includes image caption with artist name in bold, title, media, size, and location where work can be seen. Images also include a free basic listing, directory listings, map placement and individual page on our web site

**One Column Image** A single column image (2.25" wide) ..... \$745  
**Two Column Image** Like above but twice as wide (4.6" wide) .....\$945

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**Quarter Page Ad** ..... \$1,145  
**Half Page Ad** .....\$1,345  
**Full Page Ad** .....\$1,745

### Group Ads for non-profit art groups

Includes free basic listing, directory listings, map placement and page on our web site

Full Page .....\$1,445  
Two Page Spread .....\$2,495  
Four Page Spread .....\$3,995

Advertiser \_\_\_\_\_ Contact \_\_\_\_\_

Street Address \_\_\_\_\_

Mail Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone(s) \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website www. \_\_\_\_\_

Winter Address \_\_\_\_\_ Phone \_\_\_\_\_

Advertising Selected \_\_\_\_\_ \$ \_\_\_\_\_

Additional (design/photos/position) \_\_\_\_\_ \$ \_\_\_\_\_

Instructions/changes \_\_\_\_\_

Sub-total \$ \_\_\_\_\_

Deposit/payment \$ \_\_\_\_\_

Balance \$ \_\_\_\_\_

*By signing, I agree to the terms and conditions of sale of this contract.*

Signature \_\_\_\_\_ Print name \_\_\_\_\_

for publisher \_\_\_\_\_ Date \_\_\_\_\_

Credit Card No. \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ expires \_\_\_\_\_ - \_\_\_\_\_

check one:  Visa  Mastercard  Discovery  American Express

## Maine Gallery + Studio Guide

92 Rockridge Rd, Dedham ME 04429  
info@mainegalleryguide.com  
www.mainegalleryguide.com

Anthony Anderson,  
editor/publisher/sales  
anthony@mainegalleryguide.com  
207-974-9683

Suzanne Anderson  
design/ads  
suzanne@mainegalleryguide.com

## Deadlines for 2019 edition

Advertising space reservation .. Oct. 15, 2018  
Ad materials in ..... Dec. 30, 2018  
All advertising payments, in full. Dec. 1, 2018

## Digital Requirements + Sizes

For information on digital requirements and sizes, please consult "advertising" on our website where you can download our 2019 Media Kit.

## Premium Positions

Back cover, inside back cover, inside front cover and page 1 are 50% extra; Premium front and back of book sections are 20% extra. Right hand placement is 10% extra.

## Design Services

We design and create your ad professionally, \$150

## Terms & Policy

All balances are due-in-full by Dec. 1, 2018. Unpaid balances after that will be subject to interest charges. Monthly payment schedules can be arranged. Contract cancellations are subject to a 25% charge and are not accepted after Jan. 1, 2019. Errors and omissions will be made good by re-running with correction. Advertiser is responsible for ad payment, including all collection charges and interest. Ad proofs are provided for ads we create only. We do not guarantee match color. At our discretion, we may ask that an ad be revised to meet the Gallery Guide's standard of quality and good design.

## Early Bird Discount

To qualify for the 20% Early Bird Discount, contracts must be signed before Sep. 1 and include a 50% deposit.

## Publicity on Cafe des Artistes

Cafe des Artistes is a statewide program promoting MG+SG advertisers and creating excitement for Maine art. Cafe des Artistes promotes openings and shows through the Cafe des Artistes blog, MG+SG website, and email Cafe newsletter.

Please keep the yellow copy as your receipt and return white copy