

Maine Merchants Association

Sponsorship, Newsletter & Email Marketing Opportunities

The Maine Merchants Association Newsletter is published ten (10) times a year electronically (Jan, Feb, Mar, Apr, May, Jun, July/Aug, Sept, Oct, Nov/Dec) and printed four (4) times a year (Jan, Apr, July/Aug, Nov/Dec).

- Rates are net, no agency discounts available. Deadlines for advertisements are on the 10th of each month.
- Ad format – jpg or pdf. Electronic version is full color, printed version is one color.

Ad Sizes, Per Issue		Member Rate	Non-Member Rate
Full Page	7.5" wide x 9.75" tall	\$160	\$200
½ Page Horizontal	7.5" wide x 4.5" tall	\$110	\$130
½ Page Vertical	3.5" wide x 9.75" tall	\$110	\$130
¼ Page Horizontal	7.5" wide x 2.25" tall	\$80	\$90
¼ Page Vertical	3.5" wide x 4.5" tall	\$80	\$90

Deduct 10% for 5 issue insertion, 25% for 10 issue insertion.

The Maine Merchants Association Weekly Legislative Email Update is generated each Friday during the legislative session. It is one of the most widely read legislative publications. On an as needed basis, we also generate Action Alerts as legislative activity warrants.

- Emails are sent to the membership of the Maine Merchants Association and other interested parties.
- Our readership includes both Maine-based company executives as well as national contacts for multi-location retailers. A number of national legislative liaisons refer to the Maine Merchants Association emails for important information on current legislative activity.
- We have a 35% readership rate of our emails and a click through rate of 15%.
- Ad format – jpg with accompanying text including photos are acceptable.
- Deadline for Legislative Update: Wednesday of each week.

Ad Rates	Member Rate	Non-Member Rate
Banner Ad or Activation Coupon	\$120	\$130
Two (2) Consecutive Weeks		

Company Name _____ Contact: _____

Address: _____

Phone: _____ Email: _____

Check off selected opportunity above. Amount to Charge to Credit Card: _____

Card # _____ Expiry _____ VCode _____

Signature _____

Please return completed form with check or cc information to:

Maine Merchants Association, PO Box 5060, Augusta, ME 04332

Or Phone 207.623.1149, Fax 207.623.8377 or email curtis@mainemerchants.org with info.