

95 NORTH

EXPLORING MAINE • ONE EXIT AT A TIME | SPRING 2017 | FREE

The Maine Lighthouse Guide

EDITORIAL CALENDAR 2018

MAY | The Lighthouse Guide

Booking date March 30

JUNE | Portland Focus

Booking date May 4

JULY | Kennebec Focus

Booking date June 1

AUG | Sebago Focus

Booking date June 29

SEPT | Freeport/Mid Coast Focus

Booking date August 3

OCT | Fall Guide with Western Maine Focus

Booking date August 31

** Editorial Calendar is subject to change*

EXPLORING MAINE
One Exit at a Time

Now in its 11th season, the popular 95 North visitor guide back again as a full color, full glossy magazine publication. This popular guide will maintain all of the content that has proven popular throughout the years, like the Top 10 things to do off of each exit of the Turnpike and the Turnpike's own "News & Views" contribution. Plus, we have added more! Each regular issue will include a guide to area Farmer's Markets and a brewery feature. Also look for staff picks on their favorite "off the beaten path" places to eat.



A Light in the Dark

By Kate Beth Collins

In 1849, Maine's Henry Wadsworth Longfellow wrote a poem entitled "The Lighthouse," which historians believe was inspired by Longfellow's many trips to Portland Head Light in Cape Elizabeth, where he would often visit with the lighthouse keeper of the day.

This year, Portland Head Light, one of the most famous lighthouses in the world, is celebrating the 220th anniversary of when the lighthouse was first lit in 1796. And it's still the same as Longfellow described it: all these many years ago, "Gleams, serene, immovable, the same—Shines on that inaccessible light."

The history of Portland Head Light is the history of the nation as it was conceived by the first U.S. president, George Washington. Portland Head Light is the second oldest lighthouse in the country and the oldest in Maine to stand on its original base, according to Jeanne Gross, director of the Museum at Portland Head Light.

The historic lighthouse and keeper's house are both now owned by the town of Cape Elizabeth, as is the surrounding 90-acre Fort Williams Park, although the U.S. Coast Guard is still responsible for operating the signal light and fog horn.

Gross said one reason Portland Head Light is so popular is because "it's a symbol of Maine's (the quintessential) image of Maine (with its) rocky coastline, islands off the coast and boats in the harbor."

And longtime Town Manager Mike McGovern attributes the lighthouse's popularity to the fact that it's "high on a beautiful promontory" and the fact that it's located in a public park and is easily accessible. Tours of the light tower itself are only offered once a year to the public, during Maine Open Lighthouse Day, which is held each September. But visitors can learn about the history of the lighthouse by touring the museum, which is open seasonally, and they can also walk all around the outside of the lighthouse and keeper's house year-round for no fee.

Jan Rowe, a former town councilor, Marybeth Carey resident and history buff, began leading historic walking tours of Fort Williams Park last summer and believes the easy accessibility of the lighthouse, the view and the connection to the nation's first president all contribute to its popularity, along with the breathtaking views of Cape Elizabeth and Portland Harbor.

Kate Beth Collins lives and plays in South Portland with her husband, Dave, and her two children, Jade and Trevor.

We will kick off the season in May with our 95 North Lighthouse Guide, listing every Lighthouse that dots the coast of Maine. In addition to lighthouse descriptions and locations, we will feature beautiful photos and a special map noting where each lighthouse is. On the website, each lighthouse will have its own landing page with Google map directions to its location. This year, we will also include a feature on different ways to see the lighthouses from boat and bike tours and beyond. And, because we know folks come to Maine for both Lighthouses & Lobsters, look for a special feature all about the Maine lobster, including recipes!

20–25,000 of the 95 North Guides will be distributed each month from April through October up and down the Turnpike, off each exit and over to the Sebago Lakes Region. You will find the guides at rest stops, visitor centers, hotels, motels, restaurants, convenient stores and many more places where tourists are likely to stop. Millions of tourists and Maine residents travel the Turnpike throughout the season—you can reach them in print and online with our 95North guides.

95 NORTH

5 FUNDY ROAD, FALMOUTH, ME | 207.854.2577 | 95northmaine.com

Advertising Rates & Information

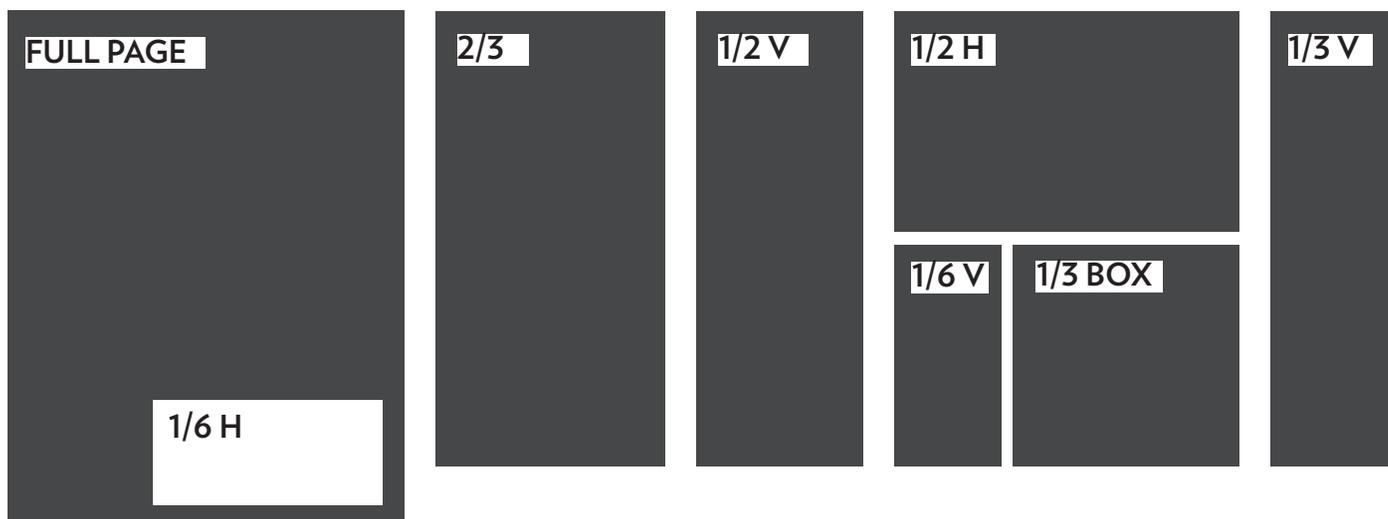
SIZE	IMAGE AREA	6x	1x
Full Page*	8.25"x10.875"	\$975	\$1,075
2/3 Page	4.917"x 9.75"	\$850	\$925
1/2 Page	H: 7.5"x 4.75", V: 3.625"x 9.75"	\$575	\$650
1/3 Page	Box: 4.917"x 4.75", V: 2.333"x 9.75"	\$400	\$475
1/6 Page	H: 4.917"x 2.25", V: 2.333"x 4.75"	\$225	\$295
Premium Full Page Page 2, 3, Back, Inside Back		\$1,100	\$1,300

All advertising positions are reserved on a first come, first served basis. To guarantee position, other than premium spots, add 25% to the cost of the ads. All rates include full color.

Premium Positions include back page, page 2, page 3 and inside back cover.

*With bleed: Add .125" to all sides

Camera ready ads should be submitted in high quality, 300 DPI, CMYK, PDF format.



Digital Advertising

All digital files received must be in JPG, GIF or PNG formats.

- Leaderboard (728x90) — \$350
- Medium rectangle #1 (300x250) — \$150
- Medium rectangle #2 (300x250) — \$150

