



Sportsman's Alliance of Maine SAM News Advertising Rate Card

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The Sportsman's Alliance of Maine • 205 Church Hill Road, Suite 1 • Augusta ME 04330

The Sportsman's Alliance of Maine is pleased to offer you the opportunity to reach the demographic you are looking for to match to your business, your service and your products. SAM News is published bi-monthly and distributed in print to our 10,000 dedicated SAM Members as well as in electronic format to anyone who would like to view it on our website at: www.sportsmansallianceofmaine.org.

Our members are passionate about the deep traditions and heritage that make living in Maine an outdoor paradise for those who utilize the vast resources in the woods and on the waters. From bird watching to fishing, hunting, hiking, shooting and much more, our heart is in the conservation of our lands and all they have to offer for generations to come.

For the first time, we are offering the opportunity to bring your business to our members in the pages of SAM News and we are certain those advertising will find it as rewarding as our members will enjoy dealing with businesses that support our organization.

AD SUBMISSION INSTRUCTIONS

Acceptable Applications for Electronic Files

Adobe Acrobat PDF files with proper settings preferred. We also accept the following formats: InDesign, Illustrator and Photoshop, CS3 through current CC release. Please embed images and convert fonts to outlines.

Please Note: Color ads must be submitted as CMYK. Please test color separations before sending files, to ensure proper plate separation. Please note that black should be defined as 100 percent, and not made up of all four colors. *For best results, small text should not be designed in any other color than black.*

Acceptable Image Formats

JPG, TIF and EPS

Minimum 200 dpi resolution for photos

Minimum 600 dpi resolution for line art

Ad and File Submission

E-mail your ad to advertising@sportsmansallianceofmaine.org. You may also mail your ad on CD accompanied by a proof to: The Sportsman's Alliance of Maine, 205 Church Hill Road, Suite 1, Augusta ME 04330.

We can also help you design your ad with prior arrangements that leave time for our regular print deadlines. *Design assistance is billed at \$40 per hour.*

Payment must be submitted at the time the ad is submitted. Please contact Becky for payment details at (207)623-4589

AD DIMENSIONS		
SIZE IN INCHES	WIDTH	HEIGHT
Full Page	10¼	15
Half Page	10¼	7½
Half Page Tall	5	15
Third Page	10¼	5
Third Page Tall	5	10¼
Quarter Page	5	7½
Quarter Page Tall	2¾	15
Sixth Page	5	5
Eighth Page	5	3¾
Eighth Page Tall	2¾	7½

DISPLAY ADVERTISING			
BLACK & WHITE	1X	3-5X	6X
Spread*	\$960	\$912	\$864
Full Page	\$600	\$570	\$540
Half Page	\$360	\$342	\$324
Third Page	\$250	\$237	\$225
Quarter Page	\$190	\$180	\$170
Sixth Page	\$150	\$145	\$140
Eighth Page	\$110	\$105	\$100
FULL COLOR	1X	3-5X	6X
Spread*	\$1150	\$1090	\$1035
Full Page	\$720	\$684	\$648
Half Page	\$430	\$408	\$387
Third Page	\$300	\$285	\$270
Quarter Page	\$230	\$218	\$207
Sixth Page	\$180	\$170	\$160
Eighth Page	\$130	\$123	\$117
COVERS*	1X	3-5X	6X
Inside B&W	\$660	\$630	\$600
Inside Color	\$790	\$750	\$710
Back Cover	\$800	\$760	\$720

*Call for availability.