



2021 Bethel Area Map

Advertising Information & Order Form

The Bethel Area Map is **the** map that visitors pick up once they have arrived in Bethel – It is what the Visitors’ Center and front desk staff grab when their guests ask, “How do I get to...?”

It is continuously restocked at area lodging places plus the grocery store, retail locations, attractions, the Maine Tourism Association’s Fryeburg Information Center, and other strategic locations outside the area. Couples also frequently request quantities of them to give to their wedding guests.

- The **Village and Points North Map** helps navigate from the village to Sunday River and Greenwood all in one spot.
- The **Area Map** on the opposite side is perfect for navigating popular scenic drives with Bethel as the hub.
- Businesses with advertisements have color-coded location dots on the maps.
- **25,000 will be printed.**
- **No ad to design; our designer creates the ads.**

- **Have 2 businesses or different types of businesses? Special discounts on purchasing 2 ads!**

Deadlines			
Ad Commitment	Ad Submission	Discount payment	Final payment
Oct. 2, 2020	Oct. 9, 2020	Oct. 30, 2020	Nov. 30, 2020

Ad size	Includes				Price	DISCOUNT PRICE if paid by Oct. 30
	Photo	Logo	Contact Info**	Description		
Xtra Large* 3 ½ x 2"	✓	✓	✓	90 words	\$410	\$375
2 Xtra Large Ads* 2 @ 3 ½" x 2"	Photo and logo per ad		✓	90 words per ad	\$615	\$560
Large* 3 ½" x 1 ½"	✓	✓	✓	70 words	\$360	\$325
2 Large Ads* 2 @ 3 ½" x 1 ½"	Photo and logo per ad		✓	70 words per ad	\$540	\$490
Regular 3 ½" x 1"	photo OR logo		✓	50 words	\$310	\$275
2 Regular Ads 2 @ 3 ½" x 1"	photo OR logo per ad		✓	50 words per ad	\$460	\$425

***Large & Extra-Large photo option:** One large photo to fill the space instead of both a photo and a logo.
- It should be 277 pixels wide x 390 pixels high **OR** .932" wide x 1.3" tall at 300 dpi.

**Business name, physical address, phone, and website. Additional contact info may be included *if space permits*.

Business Name: _____

Contact Name: _____

Return to:
Bethel Area Chamber of Commerce
PO Box 1247
Bethel, ME 04217
FAX: (207) 824-7123
Email: deanne@bethelmaine.com

1. Choose A Size:*

Desired ad size	Price	Discount price if paid by Oct. 30
<input type="checkbox"/> Extra Large Ad* – 3 ½ x 2"	\$410	\$375
<input type="checkbox"/> Large Ad – 3 ½" x 1 ½"	\$360	\$325
<input type="checkbox"/> Regular Ad – 3 ½" x 1"	\$310	\$275
<input type="checkbox"/> 2 Regular Ads – 2 @ 3 ½" x 1"	\$460	\$425
<input type="checkbox"/> 2 Large Ads – 2 @ 3 ½" x 1 ½"	\$540	\$490
<input type="checkbox"/> 2 Xtra Large Ads – 2 @ 3 ½" x 2"	\$615	\$560

2. Choose to:

- Keep ALL info the same as last year**, including photo and/or logo, contact information, and description.
- Make the following changes:**
 - New logo – please send it to Deanne
 - New photo – please send it to Deanne
 - New contact info listed below
 - New description listed below
- NEW or CHANGED ad information:**
--Fill out information below as it should appear in your ad.

Business Name	
Physical Address	
Town	
State	
ZIP Code	
Phone 1	
Phone 2 (optional)	
Website	
Description	
Word Count Extra Large ad: 90 Large ad: 70 Medium ad: 50	

Photos & Logo Specifications
Size: Minimum 1"x1"
Resolution: 300 dpi or higher
Formats: JPG, TIF, or PDF
Email all new logos or photos to: deanne@bethelmaine.com

TOTAL:	\$
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