

EcoMag™

EcoMag™ is a technology that will revolutionize the way online documents are viewed. Our programmers have developed a way to view a magazine, in online form that provides an experience similar to print media. EcoMag™ is a cost-effective and environmentally friendly way to publish. This technology can significantly reduce the toll on the environment. EcoMag™ has been designed to offer readers a convenient and comfortable way to view their favorite publications. With this technology your magazine no longer has to wait for you to get home. The EcoMag™ is available anywhere that there is an internet connection.

For more information visit:
www.SouthernMaineSignal.com/EcoMag.

Maine WebAds™

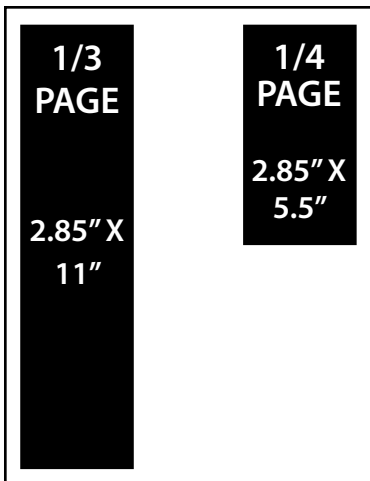
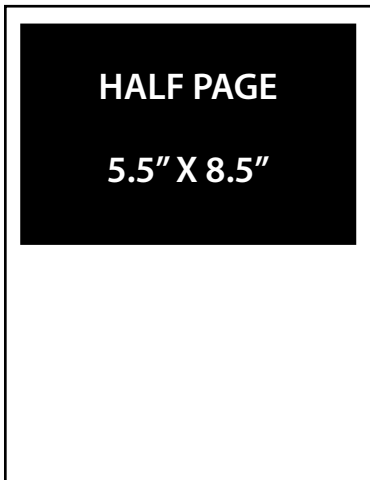
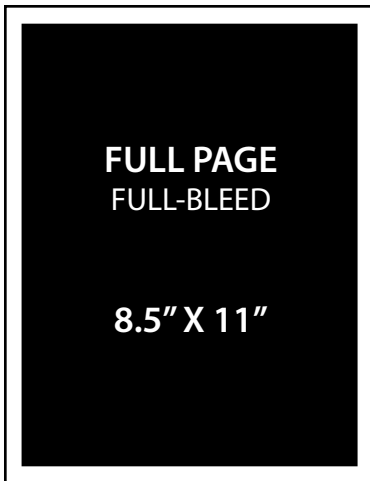
Maine WebAds™ is a new, cost effective way to promote your business. We are a local company dedicated to helping small businesses in Maine. The purpose of Maine WebAds™ is to increase awareness of local businesses and companies throughout Maine. Maine WebAds™ is an online business directory that can link the consumer to businesses in a way that has never been done before. The technology allows the consumer to view commercials and audio ads for the business.

For more information visit:
www.MaineWebAds.com

For more information contact:
The Southern Maine Signal
www.SouthernMaineSignal.com

Pricing Matrix 2009

Ad Sizes



PRICES	Magazine Only	w/ Maine WebAds
1/4 Page	\$350	\$500
1/3 Page	\$450	\$600
1/2 Page	\$550	\$700
Full Page	\$1000	\$1100
Inside Covers	\$1200	included
Back Cover	\$1400	included

PRODUCTION GUIDELINES

- ▶ Image resolution: 300 dpi or higher
- ▶ Accepted File Formats: PDF, PSD or InDesign. Need to be in CMYK
- ▶ All images and type **MUST** be included with files
- ▶ Questions? Contact us at :contact@southernmainesignal.com

▶ **CIRCULATION: 15,000**

REFERRAL PROGRAM ◀
 20% commission paid on all referrals, once payment is received. (No limit)

▶ First regional magazine in the world available on the Kindle.

Magazine published using **◀**
 environmentally friendly printing practices.

▶ At least 20% of subscription sales donated to schools and children's organizations in Maine.

Advertising Standards

Though we honor and respect our clients, The Southern Maine Signal reserves the right to refuse any advertising it deems unworthy for publishing, at any time, without liability or definition, even if previously accepted. We will make every effort to avoid such incidents.

Advertiser's Responsibility

The Southern Maine Signal will take every available action and means to ensure the quality of products produced. However, we are limited by the client to reproduce only what is accepted in time for publication. We reserve the right to alter costs, if continued changes are made.

Billing

All payment is due before publication, unless otherwise stated in advertising agreement. In cases where development beyond normal set-up, development cost is prepaid and advertising will be billed after project completion.

Positioning

Advertising locations are not guaranteed unless stated specifically in advertising agreement. Advertising can be excluded from certain areas by advance notice.

Paid Commission

We will accept completed advertising programs and pay a commission of 20%.

Cost per Thousand Comparison

2008 Rates

	Issues	Circulation	Color Page Rate	Cost per Thousand
Down East Magazine	12	39,751	2,260	\$57
Maine Home and Design	10	30,000	2,000	\$67
Port City Life	10	19,000	1,700	\$89
Portland	10	25,000	2,902	\$116
The Southern Maine Signal	12	15,000	1,000	\$67

ADVERTISING DEADLINES

Issue	Theme	Deadline for Undesigned Ad Registration	Deadline for Finished Ads	Issue Mailed to Subscribers
May	Environmental Issue	3/2/09	3/25/09	4/22/09
June	Summer Issue	4/2/09	4/25/09	5/22/09
July	Children's Issue	5/2/09	5/25/09	6/22/09
August	Arts Issue	6/2/09	6/25/09	7/22/09
September	Theater Issue	7/2/09	7/25/09	8/22/09
October	Fall Issue	8/2/09	8/25/09	9/22/09
November	Holiday Issue	9/2/09	9/25/09	10/22/09
December	Home Issue	10/2/09	10/25/09	11/22/09
January	Year in Review	11/2/09	11/25/09	12/22/09
February	Romance Issue	12/2/09	12/25/09	1/22/09
March	Spring Issue	1/2/10	1/25/10	2/22/10
April	Restaurant Issue	2/2/10	2/25/10	3/22/10