

LANDMARKS



OBSERVER

Greater Portland Landmarks' quarterly newsletter dedicated to historic preservation, education, and advocacy.

Readership

You'll reach thousands of readers who are interested in quality products and services.

- 90% of our readers are homeowners
- over 50% of them live in a home that is more than 50 years old
- **AND** they are working on their homes!

Distribution

Maine Restoration Directory / Spring 2011: 8,000 printed

Mailed to over 1,700 households distributed to over 55 area businesses, libraries, hospitals and organizations.

Other Quarterly Issues: 5,000 printed

Mailed to over 1,000 households and distributed to over 55 area businesses, libraries, hospitals and organizations, and at the Portland Observatory.

2011 Advertising Rates*

| | <i>Maine Restoration Directory/ Spring 2011</i> | <i>Other Quarterly Issues</i> | <i>Full Year (4 Issues)</i> |
|-----------------------------------|---|-------------------------------|-----------------------------|
| <i>Ad Size (width x height)</i> | One Issue | One Issue | Per Issue |
| Full Page (10.25" x 15") | \$795 | \$715 | \$595 |
| Half Page (10.25" x 7.5") | \$520 | \$445 | \$355 |
| Third Page (6.75" x 5") | \$465 | \$370 | \$280 |
| Ninth Page (3.25" x 5") | \$290 | \$230 | \$165 |
| Business Card (3.25" x 2") | \$160 | \$125 | \$105 |

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* **BUSINESS MEMBERS** receive additional discounts

Advertising Deadlines

- Maine Restoration Directory / Spring 2011** — **February 4, 2011**
- Summer 2011** — **April 8, 2011**
- Autumn 2011** — **August 5, 2011**
- Winter 2011** — **October 6, 2011**

For more information: (207) 774-5561 or info@portlandlandmarks.org

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