

# MARKETING OPPORTUNITIES GUIDE



*"Leading the growth and sustainability of Maine's tourism businesses"*

[mainetourism.com](http://mainetourism.com) | (207) 623-0363 | [advertising@mainetourism.com](mailto:advertising@mainetourism.com)

# MARKETING OPPORTUNITIES

SIGN-UP YEAR-ROUND

## WEBSITE & DIGITAL

- **BOOK DIRECT** - All Lodging Members
- **BOOK ACTIVITIES** - Promote Activities/Ticketed Offerings
- **WEBSITE ADVERTISING** - Administered by DTN
- **YEXT** - Administered by DTN

## MAINE STATE VISITOR INFORMATION CENTERS

- **PRINT DISTRIBUTION** - Brochures, Rack Cards, Guidebooks
- **ENHANCED KIOSK LISTINGS** - Digital Touchpad Kiosk
- **VIDEO BOARDS** - Video or Still Imagery/Advertising
- **EXHIBITS** - Wall, Free Standing, Member-Owned Racks



For questions or to sign-up for any marketing opportunities, please contact  
[advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-0363

# BOOK DIRECT

LODGING MEMBERS  
NO BOOKING OR COMMISSION FEES

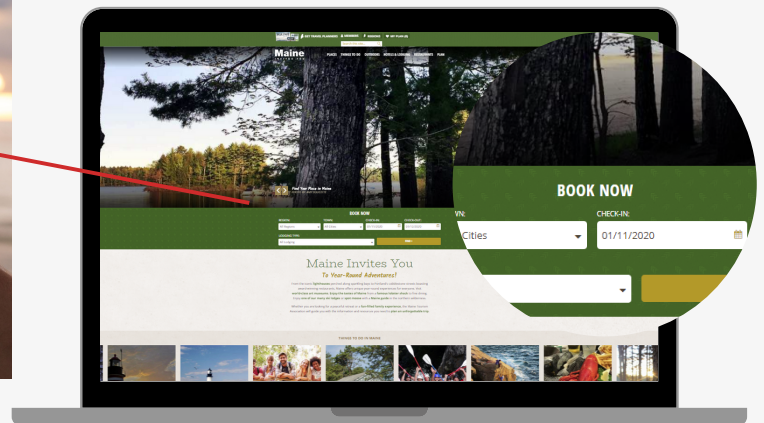
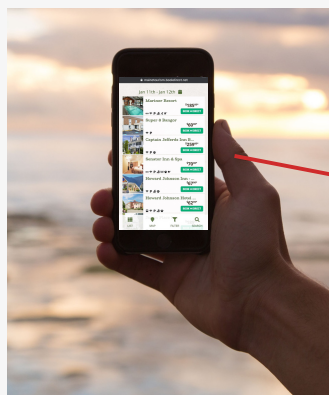
Book Direct is an add-on feature (website listing) that sends referrals from [mainetourism.com](http://mainetourism.com) to your website. Your Book Direct website listing will be placed within the Book Now referral engine that is prominently placed on our homepage. Website visitors use this referral engine to search for available accommodations by lodging type, date range, and location. The search results page will populate with **Book Direct listings** that showcase the lodging member with a photo, description, and either display an average nightly rate pulled from your booking engine, a static nightly rate provided by the member, or a message asking website visitors to contact the property directly for rates or availability. You do not need to use a reservation engine to sign up for a Book Direct listing. When your listing is clicked on, visitors are brought to your website where they may book their stay. No transactions occurs on [mainetourism.com](http://mainetourism.com) and **no booking fees or commissions** are paid to us or a third-party vendor.

## What is the cost?

- \$50 Annual Fee
- No commissions or booking fees

## What's included with this feature?

- Website listing located in the Book Now referral engine
- **Bonus** listing on MTA's [Book Direct Facebook page](#)
- Book Now direct call-to-action button added to your website listing found under Hotels/Lodging



# BOOK ACTIVITIES

NO COMMISSIONS OR BOOKING FEES




## The Book Activities feature is Perfect for Members with Activities, Events, & Ticketed Offerings

### How does it work?

Included in this marketing opportunity is a Book Activities website listing located in the Book Activities referral engine. The referral engine is prominently placed on our homepage ([mainetourism.com](http://mainetourism.com)). The referral engine allows visitors to search for Activities, Events, and Ticketed Events by location and date range.

The listing will include a photo (300x200 Horizontal), website link, map view, and contact information in addition to a description, rate details, and direct CTA for each offering. When your listing is clicked on, traffic (referrals) is sent to your website where all transactions occur. We also include a bonus Book Activities Facebook listing and there is no limit to the number of offerings you can promote. The annual rate for this feature is \$50.

 <b>Maine Foodie Tours</b> 1 Union Wharf Portland, ME 04101 <a href="#">View Map</a> <a href="#">Website</a> <a href="#">More Info</a> <a href="#">PHONE</a>	3 Activities Starting At <b>\$39<sup>95*</sup></b> <a href="#">Close</a>
<b>Portland: Old Port Culinary Walking Tour</b> A leisurely-paced walking tour that carves a path through the streets of the charming Old Port educating you on local food, drinks and history! Friendly and engaging tour guides take you to several Old Port and neighboring artisanal shops, restaurants and pubs where you'll sample a delectable mix of classic Maine, Maine-inspired, up-and-coming, cultural, fancy foods and beverages. Meet and greet culinary artisans along the way, learn what inspires them and how they got their start with a lively narration from your guide! Along the way we'll dish about the colorful, social and culinary history unique to the "Port City" we call home with lots of	Tickets from <b>\$95<sup>00*</sup></b> <a href="#">BOOK &gt;&gt; DIRECT</a>
<b>A Walk Through Time - Celebrating 200+ Years in Portland</b> Curious about Portland's history with railroads, fires, wars, the underground railroad, famous poets and Hollywood producers? Join us on this walking tour through time!	Tickets from <b>\$39<sup>95*</sup></b> <a href="#">BOOK &gt;&gt; DIRECT</a>
<b>Bon Appetit Culinary Walking Tour</b> Portland's growing hot spot for new restaurants, distillers, oyster shuckers, brewers, roasters, smokers, bakers, cheesemongers and more is on Munjoy Hill, along Washington Ave. and y'East Bayside! There are culinary entrepreneurs opening up left and right and this tour visits a rotating variety of the fresh faces and places while highlighting all the culinary pioneers in this newly revitalized area for dining and dining.	Tickets from <b>\$95<sup>00*</sup></b> <a href="#">BOOK &gt;&gt; DIRECT</a>



**Unlimited Offerings**



**Bonus Facebook Listing**



**No Commissions or Booking Fees**



# ENHANCED KIOSK LISTINGS

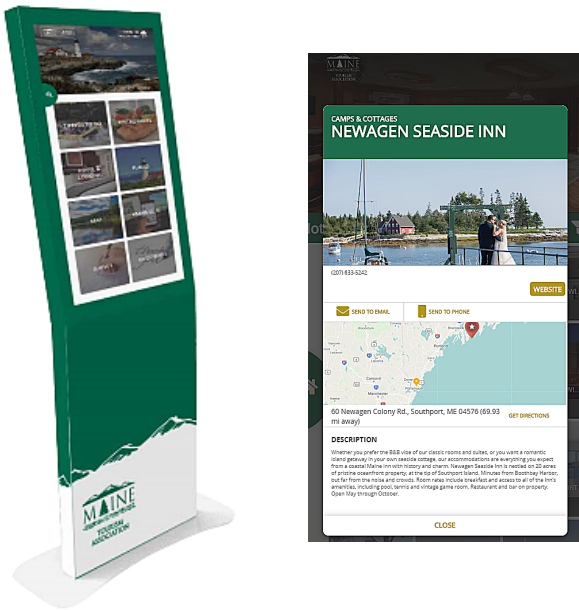
MAINE STATE VISITOR INFORMATION CENTERS

## ENHANCED TOUCH-SCREEN KIOSK LISTINGS

## An interactive solution for the in-market audience

### BOOST VISITOR & BUSINESS COMMUNICATIONS

- Kiosk listings are business listings showcased on the kiosks at the Kittery, Yarmouth, and Hampden North State Visitor Information Centers
- This annual marketing opportunity includes a listing at all 3 locations for one \$60 annual fee.
- No set-up or next steps are needed by members. Your photo, description, and contact details are pulled directly from your website listing.



### Listing Features:

- Featured photo
- Business description
- Visible map location
- Your business details sent directly to visitors via emailed or text in real-time
- Kiosk listing details are pulled directly from your website listing
- Listing details are updated as members update their website listing



# EXHIBITS

MAINE STATE VISITOR INFORMATION CENTERS



## EXHIBITS

### Capturing the attention of in-market visitors

Illuminated Free Standing, Wall Display Exhibits, and Publication Rack Exhibits are available to showcase your business to this in-market audience. If you have an alternative exhibit type, please contact us directly for rate details and availability.

State Visitor Information Center locations include Kittery, Yarmouth, Hampden North, Hampden South, Houlton, Calais, and Fryeburg. Please see next page for rate & location details.

Exhibit availability is limited; please contact our sales department for available options at [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-0363



# EXHIBITS

## ANNUAL RATES

(\* MEMBER OWNED)

### KITTERY

FREE STANDING EXHIBIT	\$800
WALL DISPLAY EXHIBIT	\$500
PUBLICATION RACK *	\$600

### YARMOUTH

FREE STANDING EXHIBIT	\$700
WALL DISPLAY EXHIBIT	\$400
PUBLICATION RACK *	\$600

### HAMPDEN NORTH

FREE STANDING EXHIBIT	\$600
WALL DISPLAY EXHIBIT	\$400
PUBLICATION RACK *	\$400

### HAMPDEN SOUTH

FREE STANDING EXHIBIT	\$600
WALL DISPLAY EXHIBIT	\$400
PUBLICATION RACK *	\$400

### HOULTON

FREE STANDING EXHIBIT	\$600
WALL DISPLAY EXHIBIT	\$400
PUBLICATION RACK *	\$400

### CALAIS

FREE STANDING EXHIBIT	\$600
WALL DISPLAY EXHIBIT	\$400
PUBLICATION RACK *	\$400

### FRYEBURG

FREE STANDING EXHIBIT	\$600
WALL DISPLAY EXHIBIT	\$400
PUBLICATION RACK *	\$400



# MAINE INVITES YOU & MAINE STATE HIGHWAY MAP

MAINE'S OFFICIAL TRAVEL PLANNER & HIGHWAY MAP

250K-  
300K

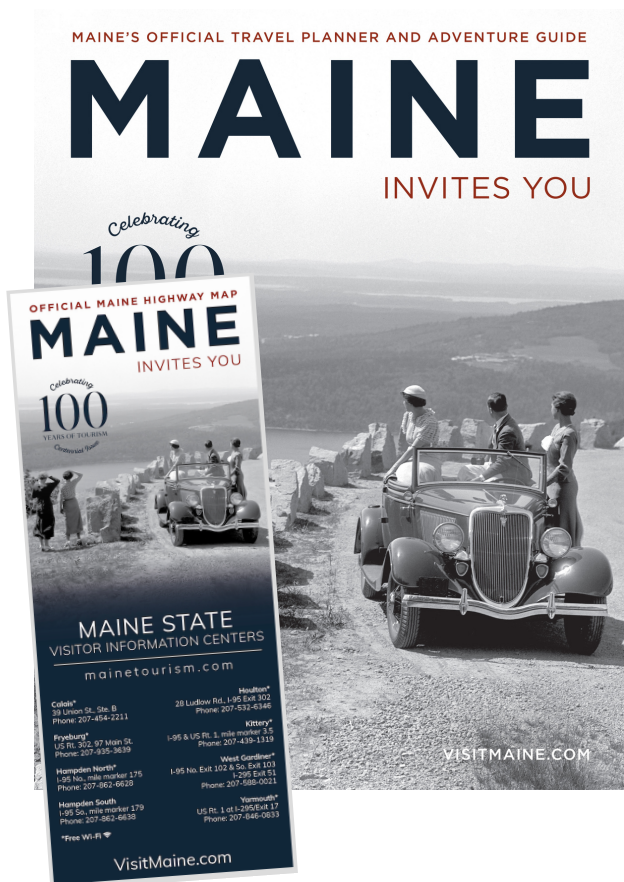
CIRCULATION

625+

DISTRIBUTION  
CHANNELS

1MM+

DIGITAL PAGE VIEWS



Produced by the Maine Tourism Association, *Maine Invites You* is the state's official travel planner. As the official guidebook for Maine, *Maine Invites You*, as well as Maine's State Highway Map, is promoted and distributed through the Maine Tourism Association and the State's Maine Office of Tourism.

## DISTRIBUTION

In January of each year, we begin paid year-round distribution throughout New England, the Mid-Atlantic, parts of Canada, and In-State through the 7 Official State Visitor Information Centers, Chambers of Commerce, CVB's and more.

The guidebook and highway map are also mailed by request and free of charge to visitors planning their Maine vacation. Guidebook requests are made on [mainetourism.com](http://mainetourism.com) & [visitmaine.com](http://visitmaine.com)

The digital guidebook is available and promoted on [mainetourism.com](http://mainetourism.com) & [visitmaine.com](http://visitmaine.com).

For more information or to participate please contact [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-5644



# ATTRACTIONS AND SERVICE MAP

MEMORIAL DAY LAUNCH

MTA offers this great Attractions & Service map that can be found throughout New England in more than 525 locations including New England attractions, trade shows, visitor centers, airports, train stations, rest stops, retail locations, and more!

For as little as \$220, members can highlight their business to the 100,000 map recipients who use the map to plan their vacation and travel the state.

**50k**

Print copies

**525+**

Distribution channels



- Maps encourage engagement with your surroundings
- Offer the ability to choose alternate routes
- There is no sudden loss of connectivity, errors, or malfunctions
- It is a reliable and tangible resource
- Brochures, maps and travel guides are the #1 in-market influencer

# PRINT DISTRIBUTION

## MAINE STATE VISITOR INFORMATION CENTERS



The Maine Tourism Association operates the 7 Official State Visitor Information Centers on behalf of the state's Maine Office of Tourism to provide travel information to in-market visitors. Members may sign up to distribute their brochure, rack card, or guidebooks throughout any of the 7 Visitor Centers.

We welcome hundreds of thousands of visitors annually, throughout the State Visitor Information Centers across Maine!

### Maine State Visitor Information Center Locations & Annual Rates

Kittery .....	(\$45/year)
Yarmouth .....	(\$25/year)
Hampden North .....	(\$20/year)
Hampden South .....	(\$20/year)
Houlton .....	(\$20/year)
Fryeburg .....	(\$20/year)
Calais .....	(\$20/year)

## DISTRIBUTE YOUR PRINT MEDIA

### HOW DOES IT WORK?

- Send us your inventory by mail or delivery to our Hallowell office located at 327 Water Street, Hallowell ME 04347
- MTA will deliver your inventory to the selected Visitor Information Centers. There is typically a 2-week turnaround time.
- When your inventory is running low, you will be contacted by Rob White, Director of Facilities by email and postcard to replenish stock. We recommend starting with 250 pieces of inventory per location when possible.
- This is an annual marketing opportunity; we do not prorate. Members choosing to cancel their distribution must contact our office to process the cancellation.



# VIDEO BOARDS

MAINE STATE VISITOR INFORMATION CENTERS

## Videos & Imagery

Engage the in-market visitor by promoting your business with a Video Display OR Imagery. This marketing opportunity is available at the three busiest Official State Visitor Information Centers: Kittery, Yarmouth, and Hampden North.

Your video will play on a continuous rotating loop with other Maine business video's during regular operating hours. Please be sure to read production details for formatting/length/file size.

\*Members are responsible for the production of this annual marketing opportunity.



For more information or to participate please contact [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-0363

### PRODUCTION DETAILS:

Video Length: Up to 3 minutes

File Format:

Imagery: .jpg, .png (Max file size: 90 MB)

Video: .mp4 : (Max file size: 1GB)



### RATES & LOCATIONS:

Kittery: \$300 / Annually

Yarmouth : \$300 / Annually

Hampden North: \$300 / Annually

# WEBSITE ADVERTISING

AVAILABLE TO MTA MEMBERS & ADMINISTERED  
BY OUR PARTNER, DTN | SIMPLVIEW



**DESTINATION  
TRAVEL  
NETWORK**



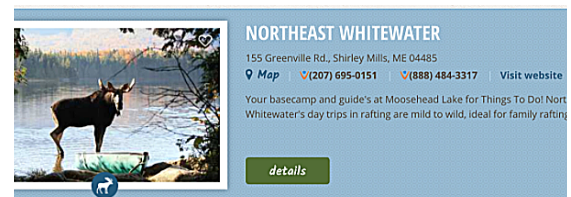
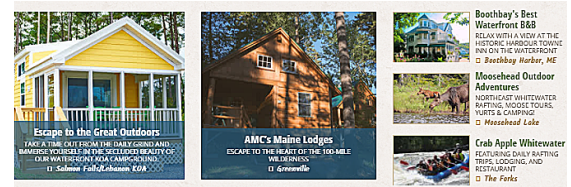
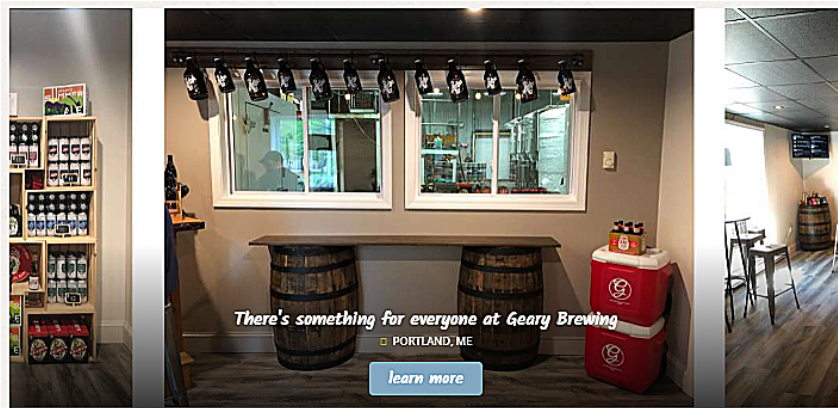
**MAINE**  
TOURISM  
ASSOCIATION

The Maine Tourism Association works in partnership with DTN (Destination Travel Network - the premier online ad network for DMO websites and industry partners) to administer the digital advertising opportunities on [mainetourism.com](http://mainetourism.com).

To learn more about available website advertising programs and rates, please reach out to DTN directly at [advertising@DTNads.com](mailto:advertising@DTNads.com). If you have more questions or would like us to send an introductory email to DTN on your behalf, please contact our sales department at [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-0363

## WEBSITE ADVERTISING

- Header Image
- Homepage Sponsor
- Highlights Page Sponsor
- Run of Site Banner
- Run of Site Banner
- Spotlight Text Links
- Featured Listing
- Mobile Banner
- Featured Listing
- Mobile Banner
- Page Sponsor



# YEXT

AVAILABLE TO MTA MEMBERS & ADMINISTERED  
BY OUR PARTNER, DTN | SIMPLEVIEW



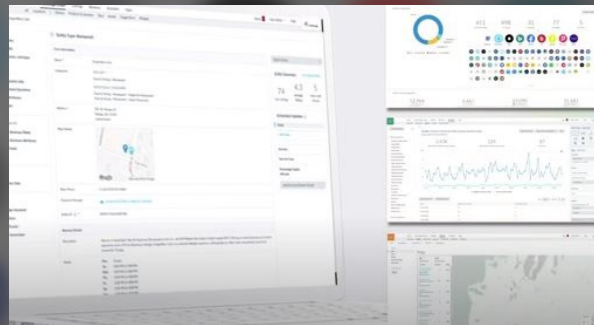
**DESTINATION  
TRAVEL  
NETWORK**



**MAINE**  
TOURISM  
ASSOCIATION

## DOES YOUR BUSINESS NEED ATTENTION?

YEXT IS HERE TO HELP YOU WITH  
YOUR DIGITAL FOOTPRINT



## WHAT IS YEXT?

DTN + Yext is a listing and reputation management system that will help ensure your business is consistently and accurately represented across the internet all from one place. It stores key information about your business and sends it to a number of different 3rd party platforms across the internet, including Google My Business, Facebook, Amazon Alexa, Apple, Foursquare, OpenTable, DoorDash, and many others.

Instead of logging into individual websites, your Yext platform will enable you to make edits and publish edits from one location.

## LEARN MORE



For more information or to  
participate please contact  
[advertising@mainetourism.com](mailto:advertising@mainetourism.com)  
or call (207) 623-0363



Hiring in Maine's competitive hospitality industry has always been a challenge, and the Maine Tourism Association wants to help! We are offering a recruiting service for our members for both seasonal and year-round positions at all levels of your company.

We will do everything in the hiring process on your behalf, from recruiting, interviewing, reference checking, scheduling interviews with you, background checks if you would like them, and everything up to their first day of work.

We also offer job board postings. Our job board is linked to other job boards as well, so posting with us means that your position is cross-posted to 12 additional job boards, including ZipRecruiter, Monster, and CareerBuilder. We'll also post your position to our social media accounts (Facebook and Twitter). We will also proofread your job description and jazz it up if needed for no additional cost.

**VISIT US AT [MAINETOURISM.COM/STAFFING](http://mainetourism.com/staffing)**

Contact Kathryn Ference for further information at  
[kference@mainetourism.com](mailto:kference@mainetourism.com) or 207-446-3214