

THE MONTHLY NEWSLETTER *of the*
MAINE
 LOBSTERMEN'S ASSOCIATION

2012 Advertising Rates

Ad Type	Size	Monthly	4-Month	6-Month	12-Month
Business Card	3.5 x 2 inch	\$55	\$52	\$51	\$50
Eighth Page	4.9 x 3.5 inch	\$165	\$157	\$153	\$150
Quarter Page	4.9 x 7.35 inch	\$280	\$266	\$259	\$250
Half Page	10 x 7.35 inch	\$500	\$475	\$463	\$450
Full Page	10 x 14.65 inch	\$945	\$898	\$874	\$850

10% discount for pre-payment of 4-, 6- and 12-month commitments

MLA at 207.967.4555

april@mainelobstermen.org OR info@mainelobstermen.org

THE ADVERTISING DEADLINE IS THE SECOND MONDAY OF EACH MONTH

**Get your business noticed
 in the MLA Newsletter!**

*Your advertisement helps the MLA to advocate
 for a sustainable lobster resource and the
 fishermen and communities that depend on it.*

- Directly mailed monthly to more than 6,000 homes
- Received by all Maine commercial lobstermen
- Graphics support for ad production
- Discounts available for prepayment and 4-, 6- and 12-month advertising commitments
- Reporting exclusively geared towards the lobster industry
- Your advertisement enables the MLA keep the lobster industry informed on all things lobster



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