



# LANDINGS

News & Views from Maine's Lobstering Community

## 2016 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
Sponsor -color	Front & Back color	\$1,250	\$5,000		

5% discount for pre-payment of multi-month commitments

Color ads: \$75 in addition to standard rate

MLCA at 207.967.6221

melissa@mainelobstermen.org

THE ADVERTISING DEADLINE IS THE SECOND MONDAY OF EACH MONTH

## Support the lobster industry and get your business noticed!

Your support helps the MLCA to foster thriving coastal communities and preserve Maine's lobstering heritage.

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

[www.mlcalliance.org](http://www.mlcalliance.org)