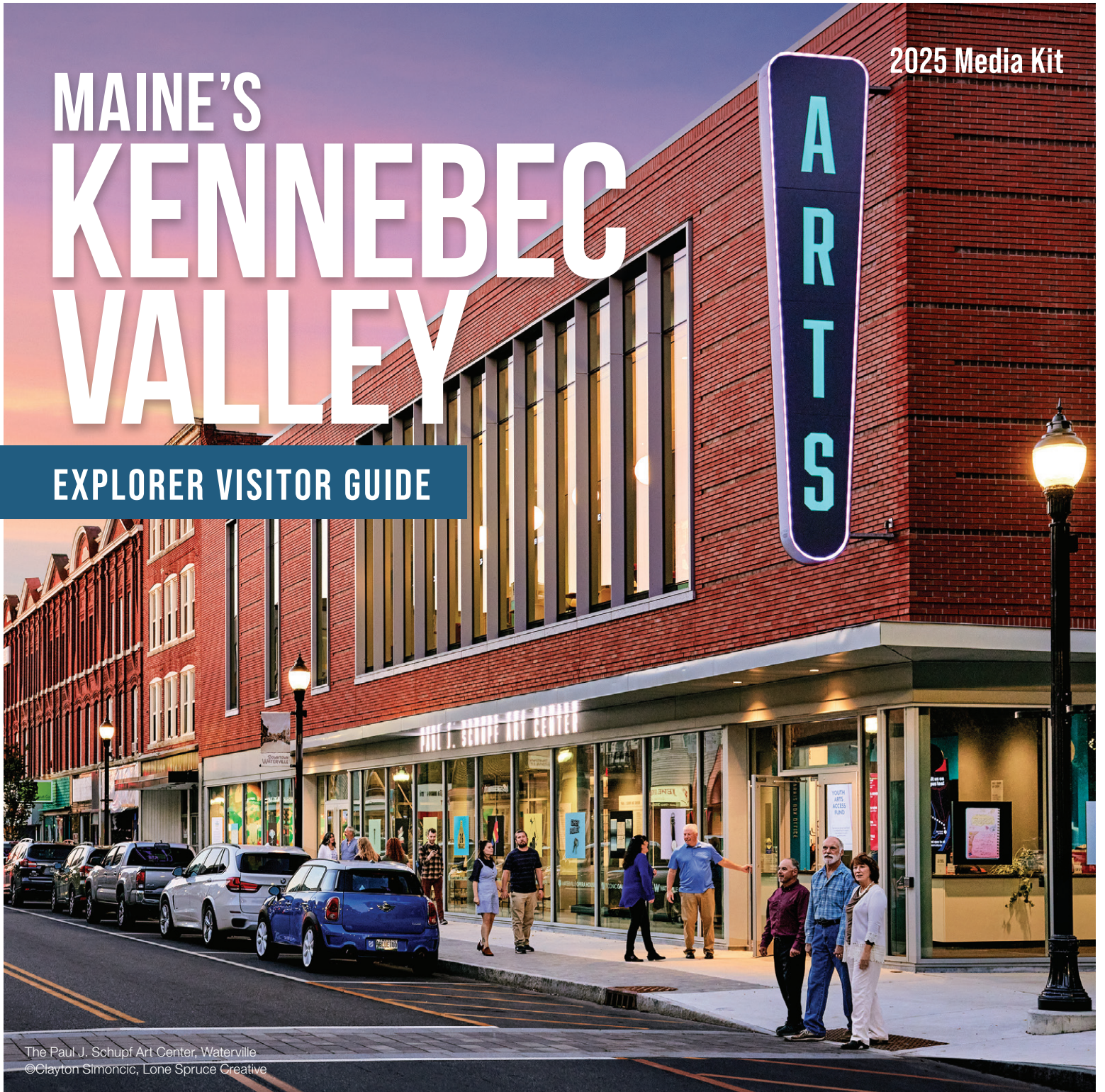


# MAINE'S KENNEBEC VALLEY

## EXPLORER VISITOR GUIDE



The Paul J. Schupf Art Center, Waterville  
©Clayton Simoncic, Lone Spruce Creative



MAINE'S

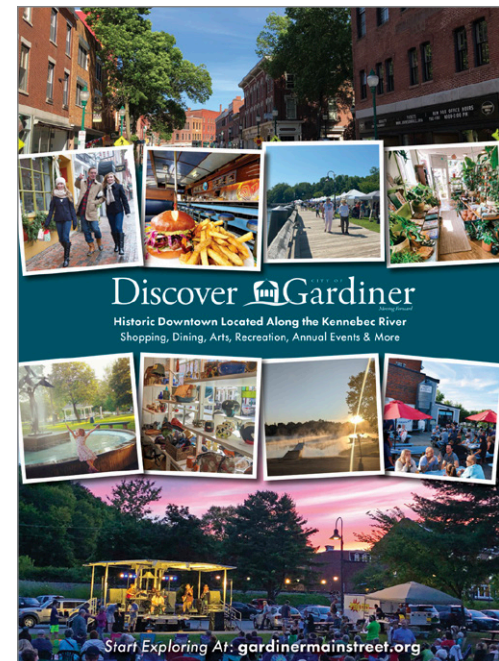
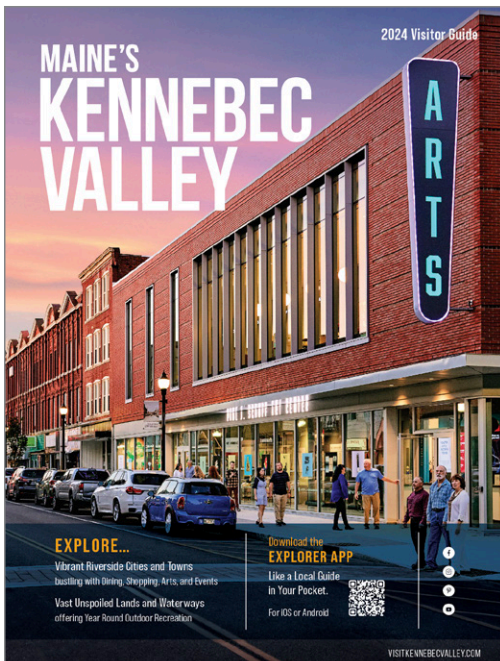
# KENNEBEC VALLEY

## EXPLORER VISITOR GUIDE

Travelers are still reading and responding to print, and are turning to brochures, maps, and guides more and more for valuable information on planning a vacation. As the Kennebec Valley's official visitor guide, "The Explorer" inspires visitors before their visit and influences their choices of dining, lodging, shopping, culture, recreation and entertainment during their visit.

### WHERE VISITORS CAN RECEIVE OR REQUEST A FREE COPY OF THE EXPLORER VISITOR GUIDE:

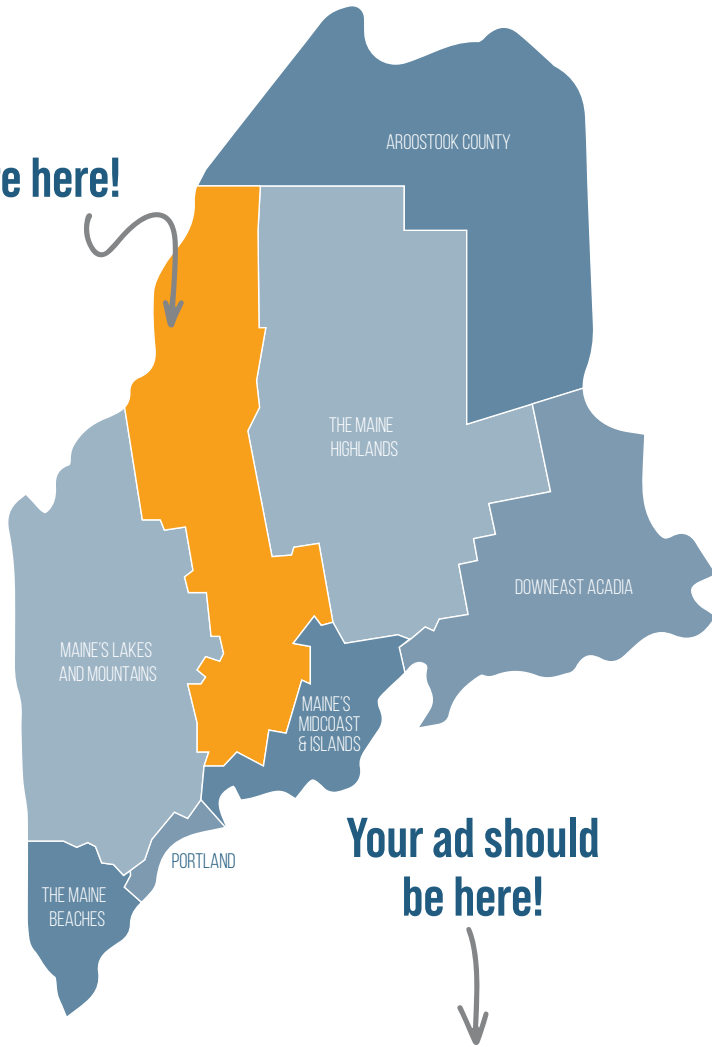
- In all Maine Visitor Information Centers, regional chambers offices, select local businesses, and advertiser locations.
- In selected travel information locations throughout New England, Pennsylvania and New Jersey.
- At tourism-focused events and festivals within the region.
- Requested via our web site and mailed directly into homes.
- Easily to view and download directly on our website.
- Available at Maine Office of Tourism shows nationwide and specialty shows around New England, Mid-Atlantic, and beyond.



# Interested in Advertising in the 2025 EXPLORER VISITOR GUIDE?

Contact Matthew Kovacevich at (207) 400-4699 or mskovacevich@gmail.com

We are here!



Your ad should be here!

## LAST YEAR BY THE NUMBERS

- 25,000+** Guides in Circulation
- 234K** Web Sessions
- 145K** Emails Opened
- 17K+** SM Followers
- 16.5 Million** Digital Ad Impressions
- 905K** Visitors
- \$553M** Spent by Visitors
- \$905M** Economic Impact

### TEE OFF

Make time for a few rounds.

Maine's Kennebec Valley is home to over a dozen golf courses offering a pro shop, putting greens, and a practice range.

**MAKE A DAY OF IT**  
Choose from 9 holes, 18 holes, and even a 36-hole course (2 x 18 holes) if you have the stamina. Every course offers players the chance to get outdoors and take in the region's unrivaled scenery. Lakewood Golf Course dates back to the 1920s when it was part of a summer colony. The Lakewood Inn Restaurant and 130-year-old Lakewood Theater are right nearby.

Several courses are relatively new, such as the Meadows Golf Course in Litchfield and Belgrade Lakes Golf Club, designed by acclaimed architect and British golfer Clive Clark—both were established in 1998.

TYPE	NAME	LOCATION	HOLES
Semi-Private	Augusta Country Club	Manchester	18
Public	Belgrade Lakes Golf Course	Belgrade Lakes	18
Public	Clinton Golf Course	Clinton	9
Semi-Private	Cobbesee Colony Golf Course	Monmouth	9
Public	Diadema Golf Course	North Anson	9
Public	J.W. Parks Golf Course	Pittsfield	9
Public	Lakewood Golf Course	Madison	18
Semi-Private	Meadows Golf Course	Litchfield	18
Public	Mount Kineo Golf Course	Rockwood	18
Public	Mount Kineo Golf Course	Rockwood	18
Public	Natanis Golf Course	Vassaboro	36 (2 x 18)
Public	Pine Ridge Municipal Golf Course	Waterville	9
Semi-Private	Waterville Country Club	Oakland	18
Public	Westview Golf Course	Augusta	9

FMI: ME20A.org

**BLISTERED FINGERS Family Bluegrass Music Festival**  
30 Plains Rd, Litchfield, Maine  
June 20 - 23, 2024  
August 22 - 25, 2024

Make Sure You're On Our Mailing List!  
[www.blisteredfingers.com](http://www.blisteredfingers.com)

### LET'S PLAN with the EXPLORER APP!

Once you download the app you'll never need WiFi or cellular data to find what you are looking for.

Scan to get the App.

Available on the App Store and Google Play.

## BEER SPIRITS MUSIC & FOOD

**SATURDAY August 3, 2024**  
MILL PARK AUGUSTA

[www.kennebecriverbrewfest.com](http://www.kennebecriverbrewfest.com) (207) 623-4559 info@kennebecValleyChamber.com

### SIGNATURE EVENTS

What's happening in Maine's Kennebec Valley.

**FEBRUARY**  
Maine Pond Hockey Classic  
Snow Pond Center for the Arts, Sidney  
Maine Free Fishing Weekend  
Region-wide  
Maine International Film Festival  
Waterville

**JULY**  
Audubon Loon Court, Belgrade Lakes  
Belgrade Lakes Boat Parade, Belgrade  
Fourth of July Festivities & Fireworks  
Region-wide  
Maine International Film Festival  
Waterville

**SEPTEMBER**  
Litchfield Fair, Litchfield  
Fairground  
Snowhegan Craft Brew Festival  
Snowhegan  
Snow Pond on Tap, Sidney  
The Great Windsor Fair, Windsor

**MARCH**  
Free Snowmobile Weekend  
Region-wide  
Maine Maple Weekend, Region-wide

**JUNE**  
Atlantic Music Festival, Waterville  
Blistered Fingers Family Bluegrass Festival, Litchfield

**AUGUST**  
Blistered Fingers Family Bluegrass Festival, Litchfield

**OCTOBER**  
Maine Craft Weekend, Region-wide  
Swine & Stein Brewfest, Gardiner

**NOVEMBER**  
Festival of Trees, Waterville  
River of Trees, Augusta  
Parade of Lights & Kingville, Waterville

**DECEMBER**  
Belgrade Holiday Street, Belgrade  
Gardiner Parade of Lights, Gardiner  
SKOW-Whovills, Downtown Snowhegan

Free ATV Weekend, Region-wide  
Innokes Toasthalo, Augusta  
Kennebec River Brewfest, Augusta  
Madison Anson Days, Madison/Anson  
Monmouth Fair, Monmouth  
Fairground  
Snowhegan River Fest, Snowhegan  
Snowhegan State Fair, Snowhegan  
Taste of Waterville, Waterville

SCAN to visit our online Events Calendar

**MAINE'S**  
**KENNEBEC VALLEY**  
**EXPLORER VISITOR GUIDE**

**ADVERTISING RATES**

KVTC Member prices apply only to current KVTC members that are in in good standing at time of sale and reflects a 20% savings.

Premium Placement Ads	KVTC Member	Non-Member
Full Back Cover	\$1,900	\$2,375
Full Inside Front Cover	\$1,650	\$2,050
Full Inside Back Cover	\$1,650	\$2,050

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Standard Ads	KVTC Member	Non-Member
Inside Full-Page	\$1,000	\$1,250
Half-page	\$650	\$800
Quarter-page	\$450	\$560

**Discounts**

Day-of-Sale Payment Discount – 10%<sup>†</sup>

2-Year New Member Add-On \$150<sup>††</sup>

<sup>†</sup>For payment at time of sale by credit or debit card only.

<sup>††</sup>Entitles advertiser to membership pricing. No other discounts can be applied.

**PRODUCTION INFORMATION**

**Contact:** Catherine Creighton, thalobluedesign@gmail.com

Ads must be supplied as an electronic high-res CMYK PDF (PDF z 1/a:2001). Supply your ad via email or via wetransfer.com (files <= 8MB). All images must be 300 dpi at 100% of the size used in advertisement. All fonts must be embedded. Line art must be 1200 dpi. BLEED ADS MUST HAVE .125" BLEED ON ALL SIDES. Do not use Pantone or Spot colors and convert all RGB images to CMYK.

**Please be sure your artwork meets all specifications. If your ad does not meet any specification and needs design and/or production to comply, the artwork will be returned to advertiser for correction or a fee of \$125 per hour will be billed to advertiser.**

Any claims regarding advertisement content is wholly the advertisers liability. KVTC and its agents will make all reasonable efforts to contact advertisers if any production/quality issues arise.

Positioning of advertisements is at the discretion of KVTC and its agents and will implement any requests for special placement to the best of its ability, but cannot be guaranteed.

**RATE CARD 2025**  
**Deadline: September 15, 2024**

**DISPLAY AD SPECIFICATIONS**

**Full Page Bleed** – Trim: 8.25" x 10.875",  
 Bleed: 8.5" x 11.125" (.125" on all sides)  
 Live Area: 8" x 10.625"

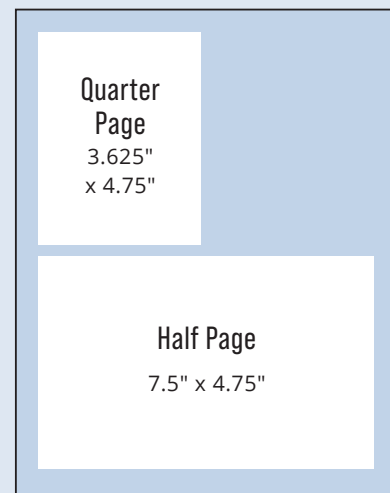
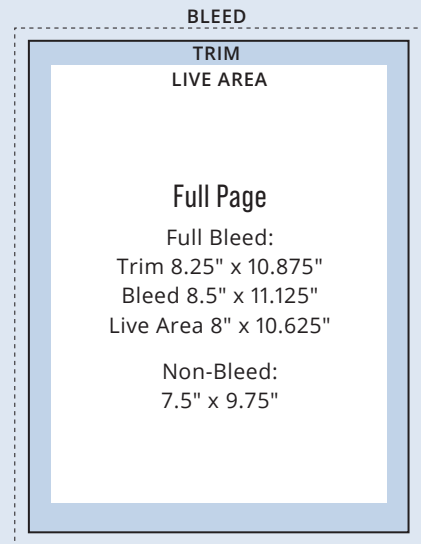
**Full Page Non-Bleed** – 7.5" x 9.75"

**Half Page** – 7.5" x 4.75"

**Quarter Page** – 3.625" x 4.75"

**2-Page Spread** – Trim: 16.5" x 10.875"

Live Area: 8" x 10.625" each side, do not place any live material within the .5" center gutter.



MAINE'S  
**KENNEBEC VALLEY**  
EXPLORER VISITOR GUIDE

**ADVERTISING CONTRACT 2025**  
**Deadline: September 15, 2024**

FMI contact Matthew Kovacevich at (207) 400-4699.

**ADVERTISER INFORMATION**

Business	Contact	
Email (Required)	Phone	
Billing Address		
City	State	Zip
Advertising for:		

**SPACE RESERVATION**

Ad Size(s) / Placement / Production Notes

Use 2024 Explorer Ad     Supply New Ad

Cost \$

Discount \$

**Total Due** \$

**PAYMENT INFORMATION**

Account	<input type="checkbox"/> Check <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover <input type="checkbox"/> AMEX
Expiration (MM/YY)	Code*
Name on Card	
Authorized Signature	

\*Code is last three digits on signature line or on front of AMEX | Typed name is acceptable for digitally submitted contracts.

Please note that advertiser signature acknowledges: Ads not paid for in full in within 60 days of signed agreement may be excluded from the publication at the discretion of KVTC. Any claims regarding advertisement content is wholly the advertiser's liability. All reasonable efforts to contact advertisers will be made if any art production/quality issues arise. KVTC and its agents are not responsible for the appearance of ads submitted that do not meet specifications. All previous balances with KVTC must be settled at or before time of sale. Space in the 2025 Maine's Kennebec Valley Explorer Visitor Guide will only be reserved upon receipt of this signed contract by KVTC and is not a guarantee of future space availability.

**Email completed form to [tanya@kennebecvalley.org](mailto:tanya@kennebecvalley.org) or Mail with check payable to: Kennebec Valley Tourism Council, 50 Elm Street, Waterville, ME 04901.**

Purchase a Discounted  
**2-YEAR KVTC MEMBERSHIP**  
Get **20% OFF** Advertising.\*

## What is Kennebec Valley Tourism Council?

The Kennebec Valley Tourism Council (KVTC) is a member-supported organization whose purpose is to serve the businesses that serve visitors coming to Maine's Kennebec Valley region. We are organized to manage the Maine Tourism Marketing Partnership Program (MTMPP) grant issued each year.

Designed to service the tourism industry, the KVTC is a membership organization supported by dues and advertising dollars generated by its initiatives. These funds provide the cash match required by the MTMPP program in order to continue receiving MTMPP Grant funds each year.

## Why join now?

Each dollar of a KVTC membership works alongside the state tourism grant to promote and expand tourism throughout Kennebec and Somerset Counties.

We work with the Maine Office of Tourism to ensure that the region's interests are well represented in the state's marketing efforts through all four seasons of the year. Through our work with the Maine Office of Tourism, KVTC has an opportunity to utilize and access tourism research and media opportunities that promote the region in ways we could not undertake on our own.

Your membership in KVTC keeps marketing efforts going via our website, marketing emails, Explorer Visitor Guide, mobile App, social media, print and digital advertising, and more. Active members are welcome to join our board and help to shape our future marketing vision.

## Top reasons to join today!

1. Help guide KVTC's Annual Strategic Marketing Plan
2. Get privileged access to MOT Industry information
3. 20% discounted advertising rates in the annual Explorer Visitor Guide
4. Enjoy the opportunity to be involved at the Board level
5. Take part in industry network support for marketing
6. Be included in FAM and Influencer Tours and promotions
7. Participate in FREE workshops with the option to host

## Get involved now and help build Maine's largest industry.

\*2-Year New Membership Entitles advertiser to membership pricing. No other discounts can be applied.  
Percentage off advertising space is approximately 20%, see Advertising Contract for actual cost with discount.