

DISPLAY ADVERTISING

| Black & White | 1x | 3-5x | 6x |
|---------------|-------|-------|-------|
| Spread* | \$735 | \$698 | \$662 |
| Full page | \$450 | \$428 | \$405 |
| Jr. page | \$380 | \$361 | \$342 |
| 1/2 page | \$270 | \$257 | \$243 |
| 1/3 page | \$180 | \$171 | \$162 |
| 1/4 page | \$140 | \$133 | \$126 |
| 1/8 page | \$80 | \$76 | \$72 |

| Full Color | 1x | 3-5x | 6x |
|------------|-------|-------|-------|
| Spread* | \$915 | \$870 | \$825 |
| Full page | \$535 | \$510 | \$480 |
| Jr. page | \$455 | \$430 | \$410 |
| 1/2 page | \$325 | \$310 | \$290 |
| 1/3 page | \$230 | \$220 | \$210 |
| 1/4 page | \$190 | \$180 | \$170 |

| Covers* | 1x | 3-5x | 6x |
|----------------------|-------|-------|-------|
| Inside Front (B&W) | \$480 | \$456 | \$432 |
| Inside Front (Color) | \$520 | \$494 | \$466 |
| Inside Back (B&W) | \$480 | \$456 | \$432 |
| Inside Back (Color) | \$520 | \$494 | \$466 |
| Back Cover | \$520 | \$494 | \$466 |

*Call for availability

TAILGATERS MARKETPLACE (B&W ONLY)

| Display | 1x | 3-5x | 6x |
|-----------------|------|------|------|
| 3 column inches | \$60 | \$57 | \$54 |
| 2 column inches | \$44 | \$42 | \$40 |
| 1 column inch | \$28 | \$27 | \$25 |

5% discount if full year (6 issues) paid up front.

Note: Frequency discounts based on consecutive issues.

WEBSITE BANNER ADS

Banner ads are available on our website. They should be vertical, and should be the following size: 154 pixels wide by 452 pixels tall.

Price is negotiable, depending on page, and we'd be glad to talk about swapping for our banner ad on your site.

2012 AD DEADLINES

| Cover Date | Ad Deadline | Mailing Date |
|------------------------|--------------|--------------|
| January/February 2012 | November 21 | December 19 |
| March/April 2012 | January 20 | February 15 |
| May/June 2012 | March 16 | April 12 |
| July/August 2012 | May 25 | June 14 |
| September/October 2012 | July 20 | August 9 |
| November/December 2012 | September 21 | October 11 |

AD SUBMISSION INSTRUCTIONS

Acceptable Applications for Electronic Files

Adobe Acrobat PDF files with proper settings preferred. We accept the following formats: InDesign CS3, Illustrator CS3, Photoshop CS3, Quark Xpress 6.0. Please embed fonts and images.

Please Note: Color ads must be submitted as CMYK. Please test color separations before sending files, to ensure proper plate separation. Please note that black should be defined as 100 percent, and not made up of all four colors. For best results, small text should not be designed in any other color than black.

Acceptable Image Formats

Jpg, Tiff and Eps

Minimum 200 dpi resolution for photos

Minimum 600 dpi resolution for line art

Ad and File Submission

E-mail your ad to adsales@trapperspost.com

Submit larger files using our YouSendit Drop Box at www.trapperspost.com/sendfiles.html

WE CUSTOM DESIGN ADS

Send us your wording and images and we'll professionally design an ad to suit your needs. Text files may be provided in Microsoft Word or Excel. Image files may be provided in Tiff, Eps, JPEG, or PDF. There is no charge for ad design.

Ad Sales: Traci Knowlton

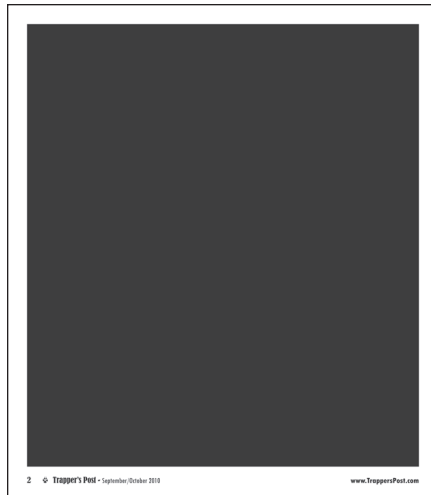
(207) 660-2309 • adsales@trapperspost.com

P.O. Box 129, Canaan ME 04924

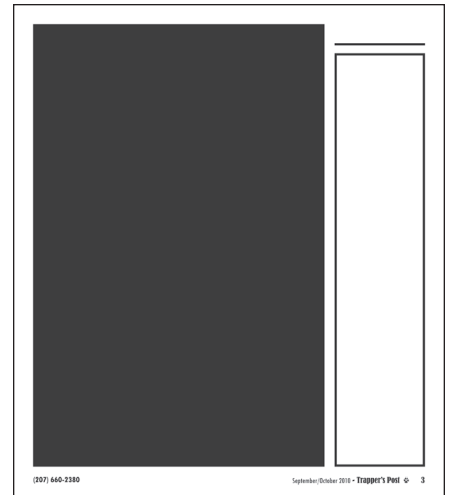
www.TrappersPost.com

AD DIMENSIONS

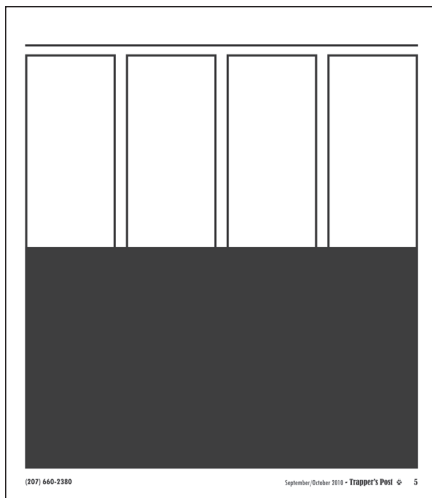
| Display Advertising | |
|---------------------|-----------|
| Size (in inches) | W x H |
| Full page | 9 ¾ x 11 |
| Jr. page | 7 ¼ x 11 |
| 1/2 H | 9 ¾ x 5 ½ |
| 1/2 V | 4 ¾ x 11 |
| 1/3 H | 7 ¼ x 5 ½ |
| 1/3 V | 4 ¾ x 7 ¼ |
| 1/4 H | 4 ¾ x 5 ½ |
| 1/4 V | 2 ¼ x 11 |
| 1/8 H | 4 ¾ x 2 ¾ |
| 1/8 V | 2 ¼ x 5 ½ |



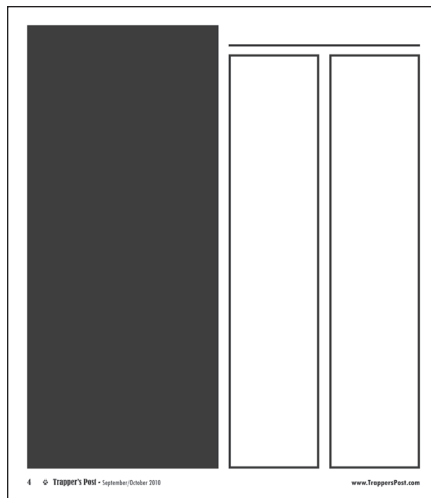
Full Page
9.75 x 11



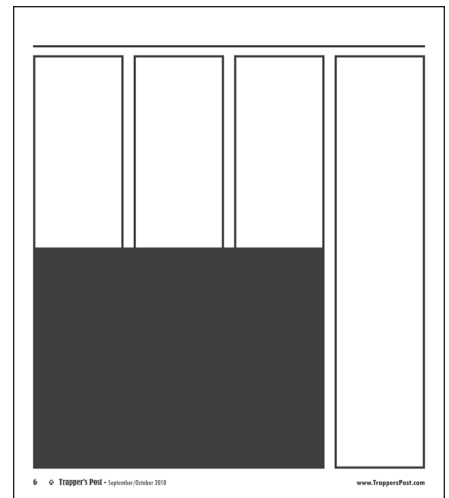
Jr. Page
7.25 x 11



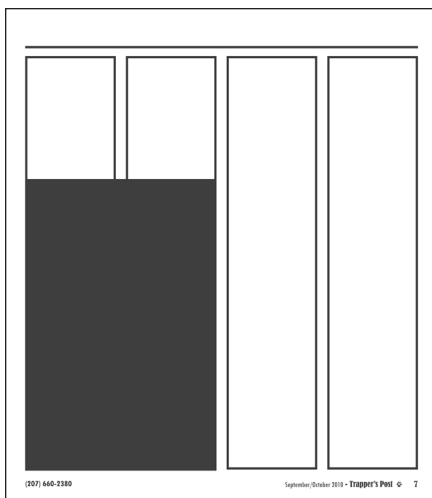
Horizontal 1/2 Page
9.75 x 5.5



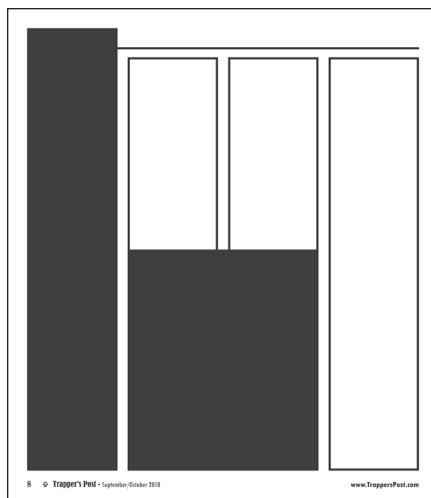
Vertical 1/2 Page
4.75 x 11



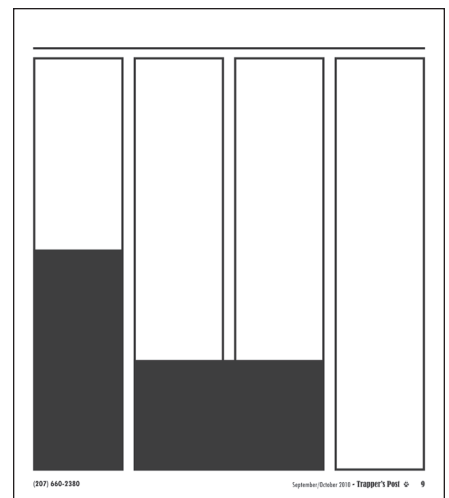
Horizontal 1/3 Page
7.25 x 5.5



Vertical 1/3 Page
4.75 x 7.25



Hor. 1/4 Page Vert. 1/4 Page
4.75 x 5.5 2.25 x 11



Hor. 1/8 Page Vert. 1/8 Page
4.75 x 2.75 2.25 x 5.5