



Tenant Resource Guide

NEWSPAPERS

Penobscot Bay Press (Weekly Packet, Castine Patriot, Island Ad-Vantages)

Free creative services for advertisers

Deadlines:

Advertising, 1pm Tuesday

Compass (classifieds, event listings), 10am Monday (can submit online)

Rates: (based on a one-time placement)

Display Advertising (column is 2 ½ inches wide)

Minimum size is 1column X 2" for \$22

2 columns X 5" for \$110

3 columns X 8" for \$264

4 columns X 15" for \$660

Extra charges apply for color.

Other sizes are available. Contact their office for details.

No charge for event listings in the Compass

Compass Classifieds (restrictions may apply)

\$23 per inch pre-paid, \$24 per inch billed

Contact Information:

Susan Sorenson (Blue Hill Office)

(207) 374-2341

bhsales@penobscotbaypress.com

www.penobscotbaypress.com

Ellsworth American

Free creative services for advertisers

Deadline: 5pm Monday

Rates: (based on one-time placement)

\$18.40 per column inch

Contact Information:

Julie Clark

(207) 667-2576

jclark@ellsworthamerican.com

www.ellsworthamerican.com (business site)

www.fenceviewer.com (community site, event listings – can submit online)

Bangor Daily News

Call for advertising information.

(207) 990-8000

www.bangordailynews.com

PRINTERS

Full Circle Printing Solutions (graphic design and mailing services available)

Scott or Michelle Vicnaire
256 Water Street, Ellsworth
(207) 667-5227
ellsworth@fcpsmail.com
www.fullcircleprintingsolutions.com

Downeast Graphics & Printing (graphic design and mailing services available)

477 Washington Junction Road, Ellsworth
(207) 667-5582
info@downeastgraphics.com
www.downeastgraphics.com

MARKETING Q&A

Q: What information should I be sure to include on posters or flyers?

A: Be sure to include the date(s), time, location and cost of your event and include a brief description and a contact name and phone number. If you have a website you should include the address as well and be sure all of your event information is posted there as well. PROOF READ, PROOF READ, PROOF READ.

Q: Any tips on designing a poster or flyer?

A: Keep in mind when designing your materials that people will usually be passing by them quickly so you need to get your message across in a clear, concise and interesting way. Don't let it get to cluttered or it will be hard to read at a glance. Make sure your primary message stands out visually by using a large, easy-to-read font and colors that pop out from the background. When you have a draft ready try tacking it on a wall and stepping back about six feet. Is the title easy to read? If so, you're on the right track. Do you need your reading glasses to read the entire text even close up? Go back to the drawing board and play with font size and color until it's comfortable to read.

Q: Where can I put up posters or leave flyers?

A: Many local businesses will allow you to leave flyers but only with permission. Think about where the people you want to attend (your demographics) are likely to go and talk to those business owners. There are many locations in the area with public bulletin boards but it always a good idea to ask permission in any case. These locations include:

- All Area Schools (ask at the office for policies about what can be posted)
- Area Libraries
- Town Halls
- Blue Hill Memorial Hospital
- Doctor and Dentist Offices
- Blue Hill Peninsula Chamber of Commerce (if you are a member of the chamber)
- Blue Hill Transfer Station
- Tradewinds Marketplace
- Eggemoggin Country Store
- Northern Bay Market
- Surry Store
- Blue Hill Co-op
- Blue Hill Wine Shop
- Mainescape Garden Center
- The First
- Union Trust (both in Blue Hill and Castine)
- The Maine Grind (Ellsworth)
- YMCA (Ellsworth)
- Post Offices (for charitable organizations only)
- The Fish Net

Bring your own tacks, stapler and tape. Be courteous of others and do not remove or cover posters that are already there.

Q: What about press releases?

A: Local papers will post community events and are happy to get information about what is happening in the area. Don't forget to email a detailed description of your class or event at least two weeks in advance. Include ALL of the details and your contact information. If you are a member of the chamber of commerce, be sure to send this information to them as well and they will post it in their newsletter.

Q: Any other suggestions?

A: If you have a Facebook account, consider using it to your advantage in promoting your event. We recommend a series of three postings over a few weeks. Posting #1 is a detailed message about what you're doing with links to additional information well in advance of your event. #2 would be a reminder a week or two out and #3 should be a "last chance" reminder a day or two before the event or registration deadline.

CATERERS

The Boatyard Grill (full-service)

Anneliese Riggall – (207) 266-6419 (year-round) or (207) 374-3533 (summer)

Barncastle (pizza, salads, sandwiches, etc.)

Lori Robbins – (207) 374-2300

Bianco Family Catering (full-service)

Diane Bianco – (207) 359-4999

Blue Hill Hearth (pizza, sandwiches, soups)

Kathy McCloskey – (207) 610-9696

Buck's Restaurant & Catering (full-service)

Jonathan Chase – (207) 326-8683

C Shells Coffee (coffee, pastries, sandwiches)

Michelle Fowler – (207) 374-1045

Cast Iron Catering (full-service)

Mickey Jowders – (207) 374-9922

El El Frijoles (Mexican, Southwestern)

Michael Rossney or Michele Levesque – (207) 359-2486

ka-se-rōl (full-service)

Hadley Friedman – (207) 374-2898

Moveable Feasts (a division of Arborvine, full-service)

John or Beth Hikade – (207) 374-2119

Rioux Catering (full-service)

Anne Rioux – (207) 669-2525

Mandy Fontaine, Owner

Bar Harbor Catering Company

207-288-4855

lady-chef@hotmail.com

barharborcateringcompany.com

BARTENDERS

Bars by the Bay

Jon Rosemeier – (207) 610-2470