



No Umbrella
Media Kit 2006



NO UMBRELLA

MAINE'S OFFBEAT OUTDOOR PAPER

Table of Facts

Goals:

To entertain and engage Maine people.
To give aspiring writers a forum for their work.
To promote outdoor recreation in



Maine. To chronicle Maine's reality as a fun place to live, work and play.

Target Audience:

People interested in the Maine outdoors, (active, adventurous, independent, curious), and 18-49 year olds.

History:

Formed in 2002 as a paddling newsletter. Steadily growing, we've published 25 issues, and helped thousands of people to laugh over the years. We've also helped advertisers in over 40 cities throughout Maine get their message out.

New in 2006:

Forty-page issues. 75 cents per copy. Free Classifieds Form inside each issue. More sales points in Southern Maine. New sections for Recreational Kayaking, Mountain Biking, Disc Golf, Club News, Small Business, Humor and Comics. New staff members. New issues in December, January, February and March.



Why become a No Umbrella advertiser?:

Reach a desirable audience, with a great-looking ad. Your company will be one of a time-sealed collection of fine, Maine businesses; in a paper that people will keep, and read, for years.

NEW TO MAINE?

use the Business Directory on pg. 37

No Umbrella is not a subsidiary of a corporate monolith from Massachusetts. Or Texas ... Or Dubai. We are a Maine-owned offbeat outdoor paper.

Founded: 2002, in Somerset County, Maine.

Publication Cycle as of 6/06:

Summer: June, July, August, and September.

Winter: December, January, February, and March.

Format:

40-page tabloid-size newsprint publication. Color on 16 pages.

Circulation:

6,250. No Umbrella is available for 75 cents at locations in every county in Maine. We maintain over 200 sales points New England-wide.

Subscriptions:

\$25 for one year (8 issues). Comes with a free long-sleeve T-shirt.

Club News:

Send club news to nick@noungebra.com. Please follow the guidelines listed on our website.

Website:

www.noungebra.com.
Read all back issues, submit a trip report, renew your subscription, place a free classified ad (subscribers only).

Staff:

Publisher/Sales
Nick Callanan
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Art Director/Layout
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Cover image: K. Kaiser



**Johns Bay
page 19**



NO UMBRELLA

MAINE'S OFFBEAT OUTDOOR PAPER

ADS DESIGNED BY NO UMBRELLA'S KRISTEN KAISER (ACTUAL SIZES SHOWN, DESIGN INCLUDED)

BELGRADE CANOE AND KAYAK

We have **Neckys** Mission, Vibes, the Crux, **Perception** Ultracleans, Arcs **Prijons**, **Old Town**, lots of **Daggers**: RPMs, GTs, Redlines, Medieval... a whole bunch of *Used Kayaks*

Sea Kayaks *Beginners to Advanced* *Over 100 whitewater paddles in stock*
WW Esquif Dynamo
Over 600 flatwater boats in stock!

One mile North of Hammond Lumber on Rt.27 in Belgrade **888-CANOE-11**
Come on in and make a deal!
www.kayakandcanoe.com

1/24th page ad: \$96/4 issues

E. W. Moore and Son Pharmacy

Don't forget your significant other while out on your outdoor adventure.

A gift from E.W. Moore and Son

may make it easier for you to get away next time.



Main St. Bingham, Maine 207-672-3312

1/6th page ad: \$364.80/4 issues



Aardvark OUTFITTERS
Unusually good gear

Chaco Sandals
Mountain Hardware
Black Diamond climbing gear
Cloudveil
Sage Flyrods
Jet Boil Stove -new!

Yakima Roof Rack
Malone Kayak Carriers

Unique River Gear and Gadgets
DRIFTBOAT • SALES • TRIPS
GUIDE TRAINING • SCHOOLS

FARMINGTON, ME 778-3330

1/12th page ad: \$192/4 issues

WILDERNESS SPORTS LLC

RIOT ♦ PERCEPTION ♦ WAVESPORT ♦ DAGGER

20% off all 2005 WW Boats in Stock

Open 7 days
603-466-9990
www.wildernesssportsllc.com

212 Main St.
Gorham, N.H. 03581



1/12th page ad: \$192/4 issues


Wide Readership: 25,000 copies of Maine's most unique publishing effort: Humor, Art, Small Business and the Great Maine Outdoors. No Umbrella print ads cost less, look better, and last longer, then radio or TV.



NO UMBRELLA

PRINT ADVERTISING SPECS

SIZES

| | | | | |
|---|---------------------------------------|---------------------------------------|---------------------------------------|--|
| FULL w: 9.8" h: 12" | 1/2 square w: 7.3" h: 8" | 1/3 horiz. w: 9.8" h: 4" | 1/6 vert w: 2.3" h: 8" | 1/8 horiz. w: 7.3" h: 2" |
| 2/3 w: 9.8" h: 8" | 1/2 horiz. w: 9.8" h: 6" | 1/4 vert. w: 2.3" h: 12" | 1/6 square w: 4.8" h: 4" | 1/12 vert. w: 2.3" h: 4" |
| 1/2 vert. w: 4.8" h: 12" | 3/8 w: 7.3" h: 6" | 1/4 square w: 4.8" h: 6" | 1/6 horiz. w: 9.8" h: 2" | 1/12 horiz. w: 4.8" h: 2" |
|  | 1/3 vert. w: 4.8" h: 8" | 1/4 horiz. w: 7.3" h: 4" | 1/8 vert. w: 2.3" h: 6" | 1/24 w: 2.3" h: 2" |

Page size:
width - 9.8"
height - 12.5"
col width - 2.3"
gutter - 0.2"

GUIDELINES

Ads Include a Business Listing in each issue, plus a business listing on www.noumbrella.com.

We include one half hour of design, manipulation, and/or proofreading with each ad purchase. Additional time is \$30/hour.

If emailing a camera-ready ad of your own creation, .pdf is the preferred file format. Other acceptable formats: .jpg, .tif, and .psd. Images should be minimum of 200 dots per inch (dpi).

We reserve the right to reject any ad we consider to be objectionable to our readers or our advertisers.

No Umbrella reserves the right to claim ownership of any ad or art we create. *You may not use any ad we design and create in any other publication without our consent.*

Discounts

We offer a Camera Ready discount of 5% and a Fixed Ad Content discount of 5%.

PRINT SCHEDULE/DEADLINES

| Summer | Winter |
|------------------|-----------------|
| Iss. 1 June 2006 | Iss. 5 Dec 2006 |
| Iss. 2 July 2006 | Iss. 6 Jan 2007 |
| Iss. 3 Aug 2006 | Iss. 7 Feb 2007 |
| Iss. 4 Sep 2006 | Iss. 8 Mar 2007 |

*Ad Deadline: 1st of the month before.

RATES

| | 1X | 4X | 8X |
|-----------|----------|----------|----------|
| 1/24 page | \$30.00 | \$24.00 | \$22.50 |
| 1/12 page | \$60.00 | \$48.00 | \$45.00 |
| 1/8 page | \$85.50 | \$68.40 | \$64.13 |
| 1/6 page | \$114.00 | \$91.20 | \$85.50 |
| 1/4 page | \$162.00 | \$129.60 | \$121.50 |
| 1/3 page | \$216.00 | \$172.80 | \$162.00 |
| 3/8 page | \$229.50 | \$183.60 | \$172.13 |
| 1/2 page | \$306.00 | \$244.80 | \$229.50 |
| 2/3 page | \$408.00 | \$326.40 | \$306.00 |
| full page | \$600.00 | \$480.00 | \$450.00 |

*full color add 25% (not available on 1/24 page ad)

CLASSIFIEDS

Commercial Classifieds are \$10/month for four lines.

Become a Part of No Umbrella.

Contact:

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