

SPECIAL SECTIONS 2008

JANUARY

	PUB	DL	SIZE	O
PHOTOGRAPHS OF THE YEAR: THE BEST FROM OUR PAGES — Plan to participate in this retrospective supplement showcasing the best news, sports, and lifestyle photos that appeared in the Bangor Daily News in 2007. Your ad here will remind our readers just how long you've been providing quality merchandise and services.	1/1	12/18	S	N
CITY OF BANGOR PUBLIC HEALTH ADVISORY BOARD — Newly created Public Health Advisory Board created to advise, collaborate in and coordinate region-wide efforts to improve the health of the greater Bangor region.	1/4	12/21	T	N
PLANNING YOUR WEDDING — A detailed guide for wedding couples and their families. The latest in bridal apparel and accessories. Edition features a stylish new look, special white paper, and attractive color rates. Bonus: entire section "online" with direct links to all advertiser websites.	1/9	12/29	T	Y
BANGOR REGION CHAMBER OF COMMERCE ANNUAL REPORT — Receive high visibility in a widely read supplement that showcases the achievements of the Bangor Region Chamber of Commerce and its many member businesses.	1/16	1/5	T	Y
UNIVERSITY OF MAINE RECREATION AND FITNESS CENTER — A look at the new state of the art facility on the Orono Campus.	1/18	1/8	T	N
BANGOR CAMPING AND RECREATIONAL VEHICLE SHOW — Previews the latest in camping and recreational vehicles on display at the Bangor Camping and RV Show, February 1-2-3 at the Bass Park Complex.	1/30	1/18	T	N

FEBRUARY

	PUB	DL	SIZE	O
NEW FROM HOUSE TO HOME — The Bangor Daily News Home & Lifestyle Magazine. Glossy, full-color.	2/1	12/21	M	N
UNIVERSITY OF MAINE SYSTEMS — Annual Report (statewide edition)	2/6	1/28	T	N
PENOBSCOT COMMUNITY HEALTH CENTER — A non-profit organization providing Healthcare in the greater Bangor area is expanding and growing. Meet the professionals and learn about the services they provide.	2/8	1/28	T	N
TOURNAMENT TIME — Promote your products and services to the thousands of visitors in Bangor during high school basketball tournament week. Tournament schedules, features, and team photos highlight this edition.	2/14	2/4	T	N
WASHINGTON'S BIRTHDAY AUTORAMA — Features include articles and photos on new models and interviews with area dealers. Celebrate the holiday by advertising specials on cars and trucks, services, parts and accessories.	2/18	2/8	S	N
ENGINEERS WEEK — New-look edition brimming with features on Maine engineering firms and their projects. Printed on special white paper. Attractive color rates. Bonus: entire section "online" with direct link to all advertiser websites.	2/23	2/8	T	Y

MARCH

	PUB	DL	SIZE	O
MAINE'S WAY OF BOATING — A feature section on the pleasure boating scene in Maine, from power boats to sailboats, races and regattas to new technology. An opportune way to reach boat-buying prospects.	3/5	2/22	T	N
FUNERAL AND ESTATE PLANNING GUIDE — A primer on all aspects of funeral and estate planning, including funeral arrangements, memorials, wills and trusts, insurance, and bereavement counseling.	3/6	2/25	T	N
MODULAR HOMES (Spring Edition) — Edition will cover the comfortable and affordable lifestyle of modular homes. Lots of information on today's custom-designed homes. Interviews with local dealers. Ideal advertising venue for modular home dealers, banks, credit unions, mortgage companies, insurance agencies, landscaping companies, etc.	3/20	3/10	T	N
MOTORCYCLE FEVER — Motorcycling in Maine, though a short season, continues to be a popular pastime. This edition will examine the latest in motorcycle technology and buying trends. Your dealership will want to invest your co-op dollars in this supplement for its eight county coverage.	3/21	3/11	T	N
MAINE HEALTH — Focuses on health and health care. Profiles of area health and medical facilities and programs. Feature stories on fitness, nutrition, health trends, and other related issues of community interest.	3/27	3/17	T	N
MAINE RV DEALERS — Listing of RV Dealers statewide, new models and upcoming open houses.	3/28	3/18	T	N
2008 BANGOR GARDEN SHOW — Previews the landscape creations and horticultural activities at the 17th annual Bangor Garden Show held April 4-5-6 at the Bangor Auditorium/Civic Center. Includes interviews with exhibitors, schedule of events, and detailed floor map. Printed on special white paper. Thousands of extra copies available at the show.	3/31	3/14	T	Y
EmployME — The official job fair program for the Bangor Daily News spring job fair. A job seekers guide to finding , acquiring and maintaining employment.	3/31	3/21	T	N
J & M CAMPER SALES — Spring Open House	TBA	TBA	T	Y

APRIL

	PUB	DL	SIZE	O
GUIDE TO SUMMER CAMPS — Every summer, thousands of Maine children enjoy the outdoor experience, thrills, and fun of a summer camp. Whether you own a day camp, a specialty camp, or an overnight camp, be sure to reach these kids and their parents with an inviting ad in this timely guide.	4/3	3/24	T	N
ENERGY WISE — An in-depth look at energy conservation and alternatives for the home, business, and transportation. Energy Wise will focus on the many aspects of energy efficiency and savings, and how businesses and homeowners can make improvements to save money and the environment by using new products and technology.	4/4	3/24	T	N
NEW FROM HOUSE TO HOME — The Bangor Daily News Home & Lifestyle Magazine. Glossy, full-color.	4/4	2/28	M	N
PERSPECTIVE 2008: ECONOMIC DEVELOPMENT — Maine's premier business edition. Printed on special white paper, it will be divided into four themed issues over four weekends in April. First issue focuses on economic development but also includes aviation, construction, distributors, energy, industrial parks, manufacturing, pulp and paper, technology, transportation, and utilities. Entire section "online," including all articles, photos, and ads with direct links to advertiser websites.	4/5	2/29	S	Y
BANGOR SPRING HOME SHOW — Previews the wide variety of home building and home improvement products and services on display at the annual Bangor Home and Better Living Show.	4/9	3/31	T	N
ATV- ALL- TERRAIN IN MAINE (spring edition) — A guide to the best riding in scenic, accessible eastern and northern Maine. Features on the latest in ATVs and interviews with local dealers, plus national and local incentives to help you decide on your purchase.	4/10	3/31	T	N
PERSPECTIVE 2008: HOSPITALS & HEALTH CARE — Second issue of Perspective centers on health care and medical, but also covers agriculture, environment, retail, social services, and service organizations. Entire section "online," including all articles, photos, and ads with direct links to advertiser websites.	4/12	3/7	S	Y
SPRING HOME & GARDEN — Spring's the time to promote your home furnishings, home improvement supplies and services, gardening supplies and services, etc.	4/17	4/7	T	N
PERSPECTIVE 2008: BUSINESS, BANKING & COMMERCE — Third issue of Perspective focuses on the business and financial sector, but also includes banks, communication, credit unions, e-commerce, internet, insurance, modular homes mortgage companies, and real estate. Entire section "online," including all articles, photos, and ads with direct links to advertiser websites.	4/19	3/14	S	Y
PERSPECTIVE 2008: LIFE, LEARNING & LEISURE — The expanded final issue of Perspective covers arts and entertainment, careers, employment, home & garden, home improvement, military, recreation, recruitment, retirement communities, training, and travel and tourism. Entire section "online," including all articles, photos, and ads with direct links to advertiser websites.	4/26	3/21	S	Y
PINE TREE SOCIETY — Annual Report (statewide edition)	TBA	TBA	T	N
AUBUCHON HARDWARE — Celebrating the 100th anniversary of one of New England's most successful Hardware Store Chains. A New England wide section published in five versions over five consecutive months.	TBA	TBA	T	N
OXFORD NETWORKS: Accelerating Your Business to the Speed of Light — Join Oxford Networks in celebrating the lighting of their high-speed FTTP (Fiber to the Premise) network. The supplement will highlight broadband and telecommunication services, and how they impact your business. Receive high visibility in this statewide edition."	TBA	TBA	T	N

MAY

	PUB	DL	SIZE	O
NURSES CARE — A superb opportunity to salute your staff nurses and recognize their dedicated service and achievements. Editorial tie-in for any business purchasing a quarter-page ad or larger.	5/8	4/28	T	N
ON THE MOVE — Introduces National Transportation Week with features on Maine's land transportation scene, particularly the ever-growing trucking industry.	5/15	5/5	T	N
CONTRACTORS' OUTLOOK — A look ahead to new construction activity and commercial and residential development planned for 2008, as well as a review of major construction projects from 2007. Features interviews with Maine contractors.	5/23	5/13	T	N
MAINE CAMPING & OUTDOOR RECREATION GUIDE — Covers the latest in recreational vehicles, interviews with RV dealers, a complete listing of all Maine Campground Owners Association sites, and more.	TBA	TBA	T	N
U.S. SMALL BUSINESS ADMINISTRATION — This annual section focuses on the Maine office of the SBA and will be distributed statewide. Features include profiles of successful business leaders and listings of services and programs available to the state's small business community.	TBA	TBA	T	Y

JUNE

	PUB	DL	SIZE	O
NEW FROM HOUSE TO HOME — The Bangor Daily News Home & Lifestyle Magazine. Glossy, full-color.	6/6	4/29	M	N
EXPERIENCE MAINE - SUMMER EDITION — Keepsake edition about summertime in Maine. Features on vacation spots, getaways, recreation, and summer events and activities. 15,000 overprint distributed to Maine Tourism Association centers and chambers of commerce. Entire section "online," including all articles, photos, and ads with direct links to all advertiser websites.	6/19	6/6	T	Y

JULY

	PUB	DL	SIZE	O
PLANNING YOUR WEDDING — A detailed guide for wedding couples and their families. The latest in bridal apparel and accessories. Edition features a stylish new look, special white stock, and attractive color rates. Bonus: entire section "online" with direct links to all advertiser websites.	7/16	7/7	T	Y
OPEN FARM DAY — A statewide edition designed to help people learn more about agriculture in Maine. Features include current issues facing Maine agriculture, how farms are responding, and a complete list of host farms that the public may visit. In its 19th year, Open Farm Day has attracted thousands of folks to local farms and to the businesses and organizations that support agriculture.	7/18	6/18	T	N

AUGUST

	PUB	DL	SIZE	O
NEW FROM HOUSE TO HOME — The Bangor Daily News Home & Lifestyle Magazine. Glossy, full-color.	8/1	6/24	M	Y
THE AMERICAN FOLK FESTIVAL — Reach more than 800,000 readers across Maine in the nationally acclaimed American Folk Festival program, slated for August 22-23-24 on the Bangor waterfront. Next year's three-day event expects to draw more than 160,000 people. Edition runs in ALL seven Maine daily newspapers. Bonus: entire section featured "online," including all articles, photos, and display ads with direct links to all advertiser websites. A must special section for any advertiser.	8/9-10	7/17	T	N
MODULAR HOMES (Fall Edition) — Edition will cover the comfortable and affordable lifestyle of modular homes. Lots of information on today's custom-designed homes. Interviews with local dealers. Ideal advertising venue for modular home dealers, banks, credit unions, mortgage companies, insurance agencies, landscaping companies, etc.	8/21	8/11	T	N
FOOTBALL KICKOFF — A look ahead to the 2008 high school and college gridiron season. Conference previews plus team profiles, photos, schedules, and special features.	8/29	8/18	T	N
RACE FOR THE CURE — Promoting the Susan G. Komen Race for the Cure (statewide edition)	8/29	8/19	T	N

SEPTEMBER

	PUB	DL	SIZE	O
EXPERIENCE MAINE-AUTUMN EDITION — Colorful keepsake section targeted to Mainers and tourists alike. Features include extended calendar of events, vacation destinations, day trips, fairs and festival, autumn hikes, Halloween activities, fall foliage and much more. Entire section "online" including all articles, photos and ads with direct links to all advertiser websites.	9/11	8/29	T	Y
ATV -- ALL-TERRAIN IN MAINE (Fall Edition) — A guide to the best riding in scenic, accessible eastern and northern Maine. Features on the latest in ATVs and interviews with local dealers, plus national and local incentives to help you decide on your purchase.	9/12	8/29	T	N
MEMA, Maine Emergency Management Agency — Information to help Maine residents, businesses and schools prepare for and rebound from natural and man-made disasters. (statewide edition)	9/13-14	8/27	T	Y
FALL HOME & GARDEN — Describes fall fix-up projects and renovations around the house with lots of energy-saving ideas. An excellent opportunity to spotlight your building products and services and lawn and garden supplies.	9/17	9/8	T	N
COLLEGE FAIR 2008 — Target the thousands of high school students and parents who attend the college fair each year at the University of Maine. Editorial features cover entire spectrum of the college-admissions and financial-aid processes. Colleges and businesses with quarter-page ad or larger receive "matching space" that can be used as editorial or advertising.	9/18	9/5	T	Y
MAINE HEALTH — Focuses on health and health care. Profiles of area health and medical facilities and programs. Feature stories on fitness, nutrition, health trends, and other related issues of community interest.	9/26	9/16	T	N
EmployME — The official job fair program for the Bangor Daily News fall job fair. A job seekers guide to finding , acquiring and maintaining employment.	9/29	9/19	T	N
EASTERN AGENCY ON AGING: LIFE TIMES — Issue focuses on Eastern Agency's programs and the services it provides in Hancock, Penobscot, Piscataquis and Washington Counties.	TBA	TBA	T	N

OCTOBER

	PUB	DL	SIZE	O
SNOWMOBILING IN MAINE, PRE-SEASON EDITION — Snowmobile season is just around the corner. Features include what's new in sleds for 2008, the impact on Maine's tourism, interviews with dealers, and so much more!	10/2	9/22	T	N
NEW FROM HOUSE TO HOME — The Bangor Daily News Home & Lifestyle Magazine. Glossy, full-color.	10/3	8/27	M	N
FIRE PREVENTION WEEK — Educates readers about fire safety and prevention. Coverage includes fire safety tips, new firefighting equipment and technology, the e-911 system, features on local fire departments, and more.	10/8	9/26	T	N
HARNES RACING — A look behind the scenes of Harness Racing brought to you by the Maine Harness Racing Promotion Board. (statewide edition)	10/15	10/6	T	N
MAINE CREDIT UNION WEEK — The Maine Credit Union League and its member credit unions celebrate this annual week with an information section. Features include benefits of joining a credit union, technological updates, and member activities around the state.	10/16	10/6	T	N
NEW DESIGNS IN KITCHENS & BATHS — Celebrate "National Kitchen & Bath Month" with a targeted ad in this edition revealing the latest in kitchen and bath products and remodeling.	10/23	10/13	T	N
FOREST PRODUCTS WEEK — Devoted to Maine's greatest natural resource: the forest. A must advertising buy for anyone in the wood products industry.	10/23	10/13	T	N

NOVEMBER

	PUB	DL	SIZE	O
FINANCE AUTHORITY OF MAINE (FAME) — Celebrating 25 years of providing innovative financial solutions to help Maine citizens pursue their business and higher education needs.	11/1	10/20	T	Y
A DAY OF REMEMBRANCE: VETERANS DAY — Commemorative edition will again honor the wartime experiences of Maine veterans as its centerpiece... from World War II to Korea and Vietnam to the Gulf Wars. Also features the latest exploits of the Maine Army and Air National Guard.	11/8	10/24	T	Y
HOMECARE HOSPICE — In recognition of National Home Care and Hospice Month.	11/13	11/3	T	N
HOLIDAY GIFT GUIDE — Full-color annual holiday guide featuring a host of timely articles, including holiday traditions, unique gift ideas, gift buying on a budget, and a detailed calendar of holiday events. Printed on special white paper. Attractive color rates. Entire guide "online" with direct links to all advertiser websites. A must for any business targeting holiday consumers.	11/20	11/10	T	Y

DECEMBER

	PUB	DL	SIZE	O
NEW FROM HOUSE TO HOME — The Bangor Daily News Home & Lifestyle Magazine. Glossy, full-color.	12/5	10/27	M	N
EXPERIENCE MAINE - WINTER EDITION — Target the thousands of Mainers who take to the outdoors for winter activities, from skiing and skating to snowmobiling and ice fishing. Entire section "online," including all articles, photos, and ads with direct links to all advertiser websites.	12/5	11/24	T	Y
SNOWMOBILING IN MAINE II — Snowmobile season is here! Coverage includes the latest in sleds and sled technology, the best trails, interviews with dealers, and more.	12/12	12/1	T	N
HIGH SCHOOL BASKETBALL — Cheer your team on to victory with a prominent ad in this schoolboy and schoolgirl basketball special. More than 130 team photos and schedules, season overviews by class, and other special features in an edition sure to be kept all season long.	12/18	12/8	T	N

EXPERIENCE MAINE Multiple Ad Buy - Businesses that choose to run the same ad or smaller in any combination of our 2008 EXPERIENCE MAINE editions will be eligible for a discount. Choose between our Summer Edition (6/19), Autumn Edition (9/11), and/or our Winter Edition (12/5).

PERSPECTIVE Multiple Ad Buy - Businesses that choose to run the same ad or smaller in any combination of our 2008 PERSPECTIVE editions will be eligible for a discount. Choose between Economic Development (4/5), Hospitals & Health Care (4/12), Business, Banking & Commerce (4/19) and Life, Learning and Leisure (4/26).

S = STANDARD, T = TABLOID, M = Magazine, O = ONLINE AT www.bangordailynews.com, Y = Section online