

WISCASSET AREA 2026 Regional Guidebook



Thank you for your continued support of the Wiscasset Area Chamber of Commerce Regional Guidebook! After the successful redesign launched with the 2025 publication, we're excited to continue building on a format that is clearly delivering value to our community and region.

The response to the redesigned guidebook has been overwhelmingly positive. We've received strong feedback from Maine's visitor centers and have heard directly from local businesses who welcomed customers that found them specifically through guidebook content. From trip planning inspiration to on-the-ground decision-making, the guidebook is actively connecting visitors and locals with businesses across the Wiscasset area.

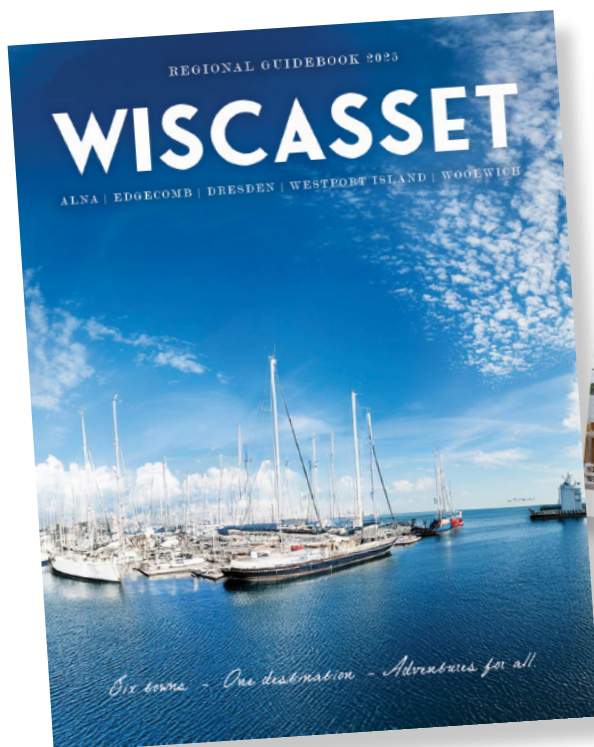
Distributed widely through visitor centers, tourism partners, chambers, and local businesses, the guidebook reaches thousands of readers each year. Advertising is a powerful way to ensure your business is part of the story visitors are reading as they explore our region, whether they're here for a day, a season, or returning again and again.

Chamber members receive discounted advertising rates and are eligible for editorial and organic content, offering even greater visibility. For businesses that aren't yet members, advertising provides an opportunity to reach a highly engaged audience while experiencing firsthand the value the Chamber brings to our business community.

We're proud of this guidebook, grateful for the businesses who help make it possible, and hopeful you'll share our appreciation for the value it brings to our region. Enclosed you'll find details on advertising options and deadlines. Please reach out with any questions—we'd love to work with you again this year.

Best,

Wiscasset Area Chamber of Commerce



AD SUBMISSION FORM 2026/27 WACC GUIDE



Name: _____ Phone: _____ Cell: _____

Address: _____ Town and Zip: _____

Email: _____

Business: _____ Website: _____

Business Address: _____ Town and Zip: _____

AD SELECTION

STANDARD PLACEMENTS

	Member	Non-Member
<input type="checkbox"/> 1/8 Page (Horizontal) -	\$125	\$175
<input type="checkbox"/> 1/4 Page (Vertical) -	\$199	\$250
<input type="checkbox"/> 1/2 Page (Horizontal) -	\$350	\$400
<input type="checkbox"/> 1/2 Page (Vertical) -	\$350	\$400
<input type="checkbox"/> Full Page -	\$550	\$600
<input type="checkbox"/> Full Page (Back Cover) - <i>Only one available</i>	--SOLD--	
<input type="checkbox"/> Full Page (Inner Front Cover) - <i>Only one available</i>	\$700	\$750

PRIORITY PLACEMENTS

	Member	Non-Member
<input type="checkbox"/> 1/8 Page (Horizontal) -	\$200	\$250
<input type="checkbox"/> 1/4 Page (Vertical) -	\$275	\$325
<input type="checkbox"/> 1/2 Page (Horizontal) -	\$425	\$475
<input type="checkbox"/> 1/2 Page (Vertical) -	\$425	\$475
<input type="checkbox"/> Full Page -	\$625	\$675

Section

- Lodging Shopping
 Dining Attractions

→ DEADLINE: MARCH 31, 2026 ←

ARTWORK

- I will provide my own ad artwork
- I would like an ad designed for me
(Standard Ad) = **\$30**
- I would like an ad designed for me
(Priority Placement) - **Complimentary**

Artwork must be submitted as a high-res JPG, PNG or PDF file and must match the size specifications outlined in this packet.

MEMBERSHIP STATUS

- I am a WACC Member in good standing
- I am not a WACC Member
- I would like to be a WACC Member - **\$200**

TOTAL DUE

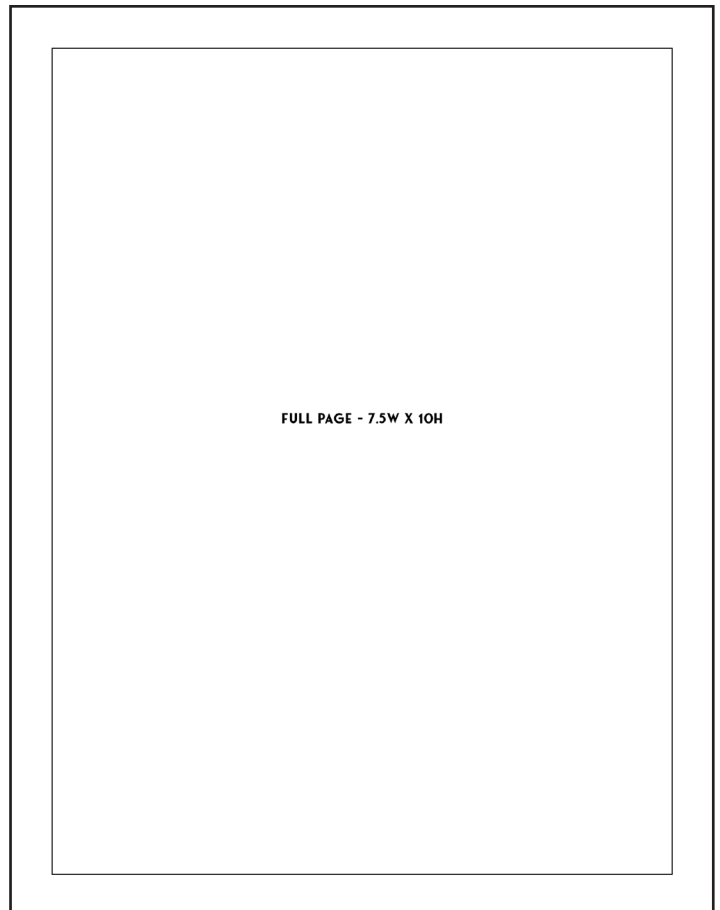
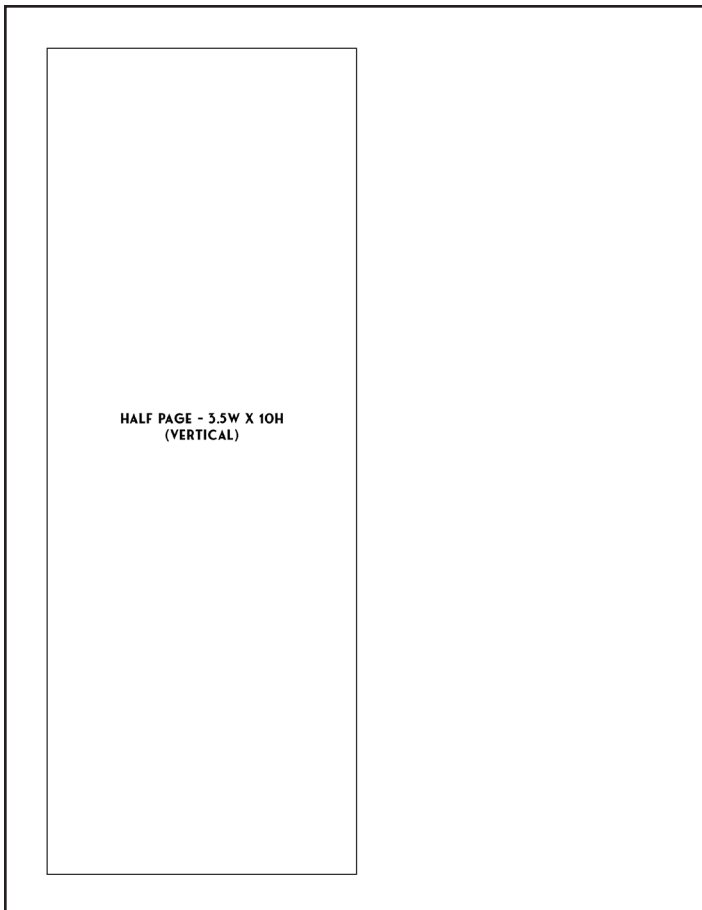
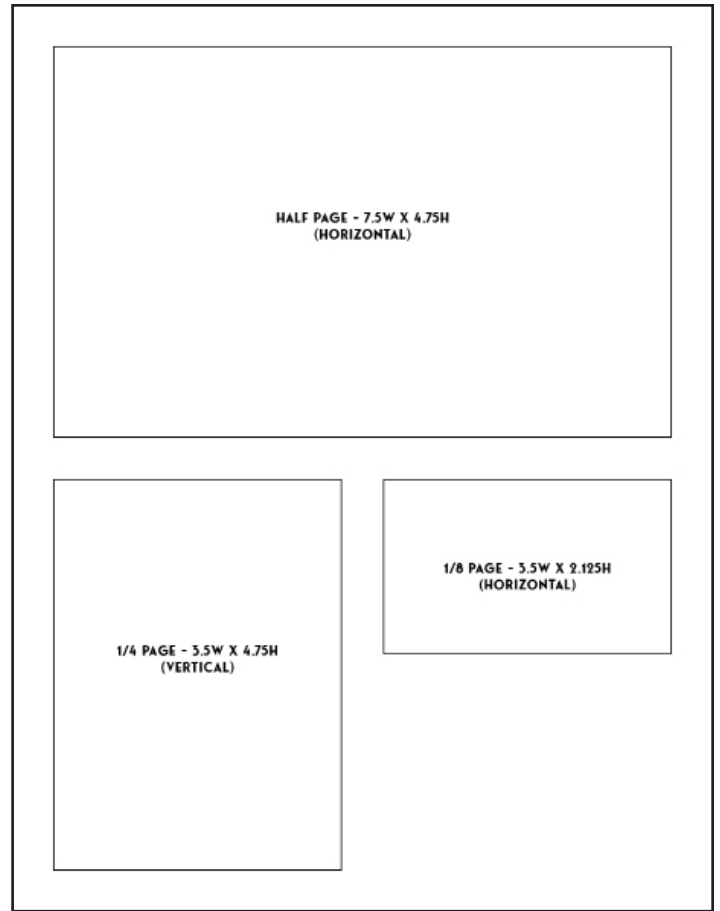
Ad Total: _____

Artwork Total: _____

Membership Total: _____

Grand Total: _____

AVAILABLE AD SIZES



SPECIAL ADVERTISING OPPORTUNITIES

Get Noticed Where It Matters Most!

Want your business to stand out in the 2026 Wiscasset Area Guidebook? Businesses in **Lodging, Dining, Shopping, or Attractions** can purchase priority placement, ensuring their ad appears in the section most relevant to their audience.

These featured ads seamlessly blend into the guidebook's curated content, with complimentary design services available to match the look and feel of the section. Plus, if relevant, we can include QR codes for direct booking or reservations to make it even easier for readers to connect with you.

Standard ads are placed at the discretion of the publisher, but with priority placement, you'll be front and center for the right readers—whether they're booking a stay, planning a meal, or mapping out their next adventure!

PRIORITY PLACEMENTS

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1/4 Page (Vertical)	- \$275	\$325
1/2 Page (Horizontal)	- \$425	\$475
1/2 Page (Vertical)	- \$425	\$475
Full Page	- \$625	\$675

Section

- Lodging Shopping
 Dining Attractions

Stay

- Chewonki Campground**
Wiscasset | Campground
chewonkicampground.com
- Cod Cove Inn**
Edgemoor | Hotel
codcoveinn.com
- The Marston House Wiscasset**
Wiscasset | Bed & Breakfast
- Newkirk Historic Inn**
Wiscasset | Bed & Breakfast
- Schooner Inn**
Wiscasset | Hotel
- Sea Salt Cottages**
Wiscasset | Bed & Breakfast
seasaltboutiquecottages.com
- Sheepsfoot Harbour Village Resort**
Edgemoor | Vacation Rentals
midcoastlvr.com
- Sheepsfoot River Shore House**
Wiscasset | Vacation Rental
sheepsfootrivershorehouse.com
- The Squire Tarbos Inn**
Westport Island | Hotel
squiretarbosinn.com
- Wiscasset Woods Lodge**
Wiscasset | Hotel
wiscassetwoods.woodpress.com

Park It Here | RV Stays in Wiscasset

If you're road tripping through Midcoast Maine, Wiscasset is the perfect place to park your RV. Chewonki Campground offers waterfront sites, cozy cabins, and tent camping in a peaceful setting.

For those using the **Harvest Hoists** app, two unique options await: Sasanos Brewery on Westport Island, where craft beer meets island vibes, and Maine Tasting Center, right on Route 1, showcasing Maine's incredible food culture.

Whether you prefer a classic campground or something different, Wiscasset welcomes RVers with small-town charm, coastal beauty, and plenty of reasons to linger.

PRIORITY PLACEMENT AD

6 | Stay

Maine's Prettiest Village
Has a Story to Tell

Back in 2018, Boston Magazine writer Matthew Reed Baker set out to answer a question we hear all the time: Why is Wiscasset called the Prettiest Village in Maine? He traced it all the way back to 1924, when Wallace Nutting—a minister-turned-artist with a deep love for New England—sang Wiscasset's praises in his book *Maine Beautiful*. According to Nutting, our little village had more "beauty, quaintness, and dignity" than just about any other in the state. Nearly a century later, we like to think that still holds true.

Take a stroll through downtown, and it's easy to see why. Historic buildings line our main street, with the grand Federal-style Nichols-Sorewell House and the quirky Castle Tucker telling tales of Wiscasset's maritime past. The Sheepsfoot River glistens in the background, offering picture-perfect views from every angle. Add in tree-lined streets, locally owned shops, and the occasional sea breeze, and—well, we get why Nutting fell in love.

But here's the thing about Wiscasset: we're more than just a pretty face. We also happen to be the Worm Digging Capital of the World. (That's right—*wodd*.) For decades, our hardworking locals have been harvesting bloodworms and sandworms from the tidal mudflats, sending them off as prized bait for fishermen far and wide. It's tough, muddy work, but it's also a proud part of our heritage.

So, Wiscasset isn't just the prettiest little village—it's got gut, character, and a few surprises up its sleeve. Whether you're here for the history, the views, or just a really good lobster roll, we think you'll see why people keep coming back.

PRIORITY PLACEMENT AD

7 | Stay