



BIG TIME MAINE



# 2026 FALL MEDIA GUIDE

Partnering for Impact  
Reach 77,000+ Active Maine Families &  
Student-Athletes

60.8M+ Views | 77.3K+ Followers  
22K+ Monthly Web Visits



# *Our Audience*

Undivided attention across two primary Maine demographics

- **Local Maine Families:** Our core audience is parents (ages 30–50) with active household budgets for auto, home services, local retail, and banking.
- **Youth & Young Adults:** Strong reach with high school athletes, college students, and the rising workforce (ages 18–24).
- **100% Local Impact:** 95%+ of our audience lives and buys directly in Maine communities.



**15M+**

PEAK SEASON IMPRESSIONS

**77,000**

LOYAL FOLLOWERS

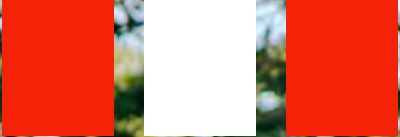
**95%**

PURE MAINE TRAFFIC

**3.2x**

HIGHER LOCAL REACH





# ***Direct Ad Packages***

**HIGH-VISIBILITY SOCIAL ADVERTISING DESIGNED TO DRIVE DIRECT TRAFFIC TO YOUR BUSINESS. YOUR ADS ON OUR PLATFORM TO DRIVE ENGAGEMENT.**

## **ROOKIE PACKAGE**

**\$1,000 / SEASON**

- 1 DEDICATED AD PER WEEK
- 12 WEEK SEASON
- FEED, STORIES, OR REELS PLACEMENT
- PRIMARY CHANNELS REACH

## **ALL STAR PACKAGE**

**\$2,500 / SEASON**

- 3 DEDICATED ADS PER WEEK
- FEED, STORIES, OR REELS PLACEMENT
- PRIMARY CHANNELS REACH

## **MVP PACKAGE**

**\$4,000 / SEASON**

- 4 DEDICATED AD PER WEEK
- FEED, STORIES, OR REELS PLACEMENT
- MAXIMUM NETWORK REACH: PRIMARY CHANNELS + ALL SUB-CHANNELS (~15,000 ADDITIONAL FOLLOWERS)





# ***Add-On Options***

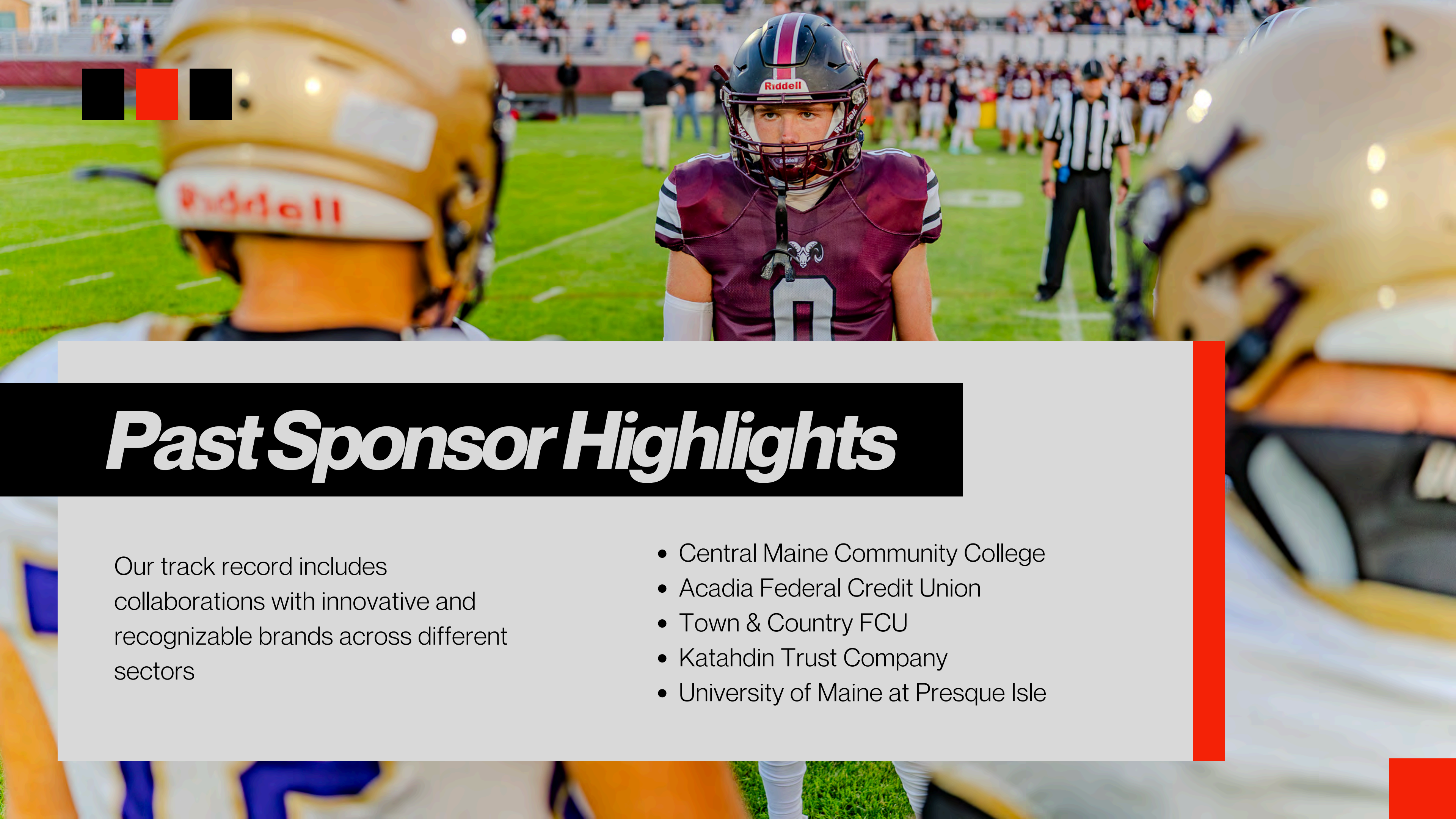
Available as an add-on for any advertising package. Add high-engagement, custom-branded content to your advertising flight for a flat +\$1,000 / Season

Why add this? Increase your brand visibility with 4–8 extra posts per week on top of your standard ad cycle. Includes recurring logo placement in our highest traffic content segments. Choose from:

- Game of the Week feature sponsorship
- Power Rankings title partnership
- Player of the Week integration
- Weekly Photo Album branding







# *Past Sponsor Highlights*

Our track record includes collaborations with innovative and recognizable brands across different sectors

- Central Maine Community College
- Acadia Federal Credit Union
- Town & Country FCU
- Katahdin Trust Company
- University of Maine at Presque Isle



# OUR WORK IN MOTION

**YOUR FUTURE  
STARTS HERE**

## TOURNAMENT MVP

ADEN JEFFERS  
FORT KENT



PRESENTED BY  
**ACADIA**  
FEDERAL CREDIT UNION



RACHEL MARIE

2027

**BT**

**77**

**CARIBOU**  
FINAL SCORE  
**PRESQUE ISLE**  
**64**

PRESENTED BY  
**Central Maine**  
COMMUNITY COLLEGE

**BT**

CENTRAL MAINE COMMUNITY COLLEGE

**MUSTANGS** **AT** **SEAWOLVES**

SOUTHERN MAINE COMMUNITY COLLEGE

**FULL GAME HIGHLIGHTS**

PRESENTED BY  
**Town & Country**  
FEDERAL CREDIT UNION  
Better Banking

**ACADIA**  
FEDERAL CREDIT UNION  
*Together, we will!*

**TWO NEW BRANCHES  
COMING SOON!**

COMING SOON  
PRESQUE ISLE

COMING SOON  
BREWER





# ***GET IN TOUCH***

Ready to put your brand in front of 77,000+ active Maine followers? Let's talk about your advertising flight.

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info@bigtimemaine.com

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