

2020 VERMONT NEWS GUIDE advertising rates



▪ Ad **DEADLINES**

Display Advertising
Wednesday 5:00pm
Prior Publication Date

Classifieds
Wednesday 5:00pm
Prior Publication Date

Editorial
Tuesday at Noon
Prior Publication Date

▪ Color **RATES**

Process Color
1/32 - 1/4\$25
S1/4 - 1/2\$50
S1/2 - Full.....\$75

Spot Color
1/32 - 1/4\$10
S1/4 - 1/2\$25
S1/2 - Full.....\$35

Your Account Executive is determined by the location of your business.

▪ Ad **DIMENSIONS**

1/32 1.75 x 1.0625
1/16V..... 1.75 x 2.312
1/16H 3.625 x 1.0625
S 1/16V..... 1.75 x 3.5
S 1/16H 5.5 x 1.0625
1/8R..... 3.625 x 2.312
1/8V 1.75 x 4.75
1/8H 7.5 x 1.0625
S 1/8R..... 3.625 x 3.5
S 1/8 V 1.75 x 7.125
S 1/8H 5.5 x 2.3125
1/4R..... 3.625 x 4.75
1/4V 1.75 x 9.75
1/4H 7.5 x 2.3125
S1/4R..... 3.625 x 6
3/8R..... 5.5 x 4.75
3/8V 3.625 x 7.125
3/8H 7.5 x 3.5
1/2H 7.5 x 4.75
1/2V 3.625 x 9.75
S1/2R..... 5.5 x 7.125
3/4H 7.5 x 7.125
3/4V 5.5 x 9.75
Full Page 7.5 x 9.75
DT 16 x 9.75

▪ Special **SECTIONS**

The Vermont News Guide publishes a wide variety of special sections throughout the year. Ask your Account Executive for the 2020 Special Sections Calendar.

■ Retail **ADVERTISING RATES**

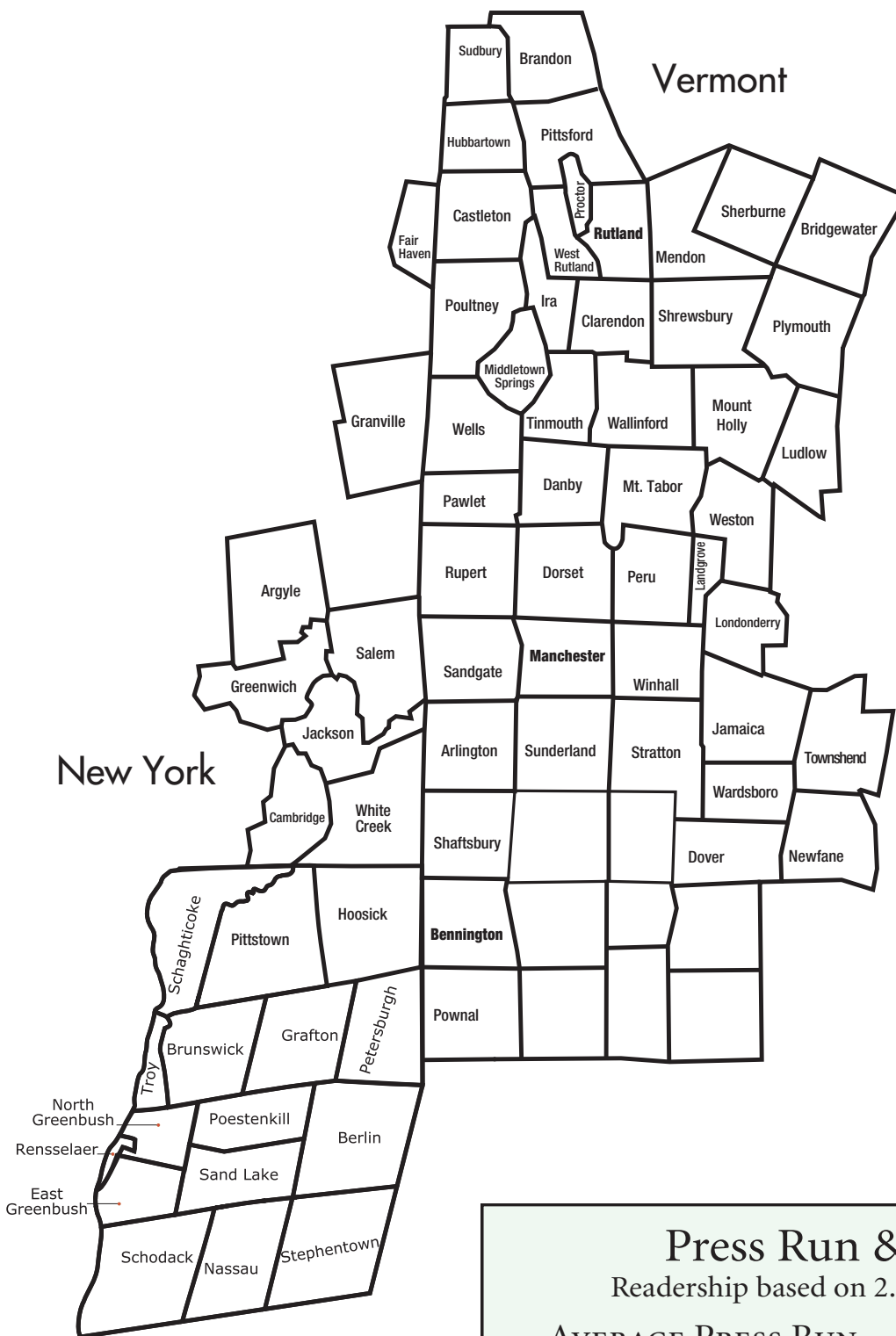
Ad Size	OPEN	4X	13X	26X	52X
1/32	\$48	\$47	\$46	\$43	\$35
1/16	\$62	\$61	\$57	\$56	\$53
S 1/16	\$86	\$80	\$77	\$75	\$69
1/8	\$108	\$103	\$98	\$94	\$88
S 1/8	\$137	\$133	\$127	\$122	\$116
1/4	\$174	\$171	\$169	\$157	\$149
S 1/4	\$210	\$201	\$191	\$187	\$181
3/8	\$241	\$232	\$229	\$215	\$207
1/2	\$314	\$306	\$296	\$288	\$268
S1/2	\$349	\$339	\$321	\$310	\$293
3/4	\$466	\$444	\$415	\$412	\$379
Full	\$607	\$587	\$556	\$532	\$476
DT	\$1248	\$1,072	\$1,031	\$1,011	\$899

1/32 1.75 x 1.0625	1/16V 1.75 x 2.312	1/16H 3.625 x 1.0625	S 1/16V 1.75 x 3.5	S 1/16H 5.5 x 1.0625	1/8R 3.625 x 2.312	1/8V 1.75 x 4.75	1/8H 7.5 x 1.0625	S 1/8R 3.625 x 3.5
S 1/8V 1.75 x 7.125	S 1/8H 5.5 x 2.3125	1/4R 3.625 x 4.75	1/4V 1.75 x 9.75	1/4H 7.5 x 2.3125	S 1/4R 3.625 x 6	3/8V 3.625 x 7.125	3/8H 7.5 x 3.5	3/8R 5.5 x 4.75
1/2H 7.5 x 4.75	1/2V 3.625 x 9.75	S 1/2R 5.5 x 7.125	3/4H 7.5 x 7.125	3/4V 5.5 x 9.75	Full Page 7.5 x 9.75	Double Truck 16 x 9.75		<i>Design services are included with the purchase of your ad.</i>

■ Classified **ADVERTISING RATES**

PRIVATE PARTY	WHEEL DEAL
20 Words \$ 7.95	25 Words \$22.00
Additional Words \$ 0.30	Additional Words \$ 0.80
	<i>*Photo charge is \$5.00</i>
COMMERCIAL	TAG SALE
20 Words \$15.25	20 Words \$19.00
Additional Words \$ 0.60	Additional Words \$ 0.50
MISC. CHARGES	BUY NEW ENGLAND
Photos/Logos/Borders \$ 5.00	\$170.00 for 25 words.
Bolding/Image \$ 3.00	Additional Word is \$10.00.
SERVICE DIRECTORY	CPAN
(4 week buy)	\$475.00 for 15 words.
20 Words \$62.00	Additional word is \$15.00.
Additional Words \$ 0.80	OBITUARY NOTICE
	50% off 52X Display Rate
CLASSIFIED DEADLINES	
Wednesday 5:00pm Prior to Publication Date	

Market Coverage MAP



PRINT & DELIVER

- 13,500 FULL PRESS RUN
- GLOSSY FRONT AND BACK
- TWO WEEK TURN-AROUND TIME.

\$2500

Press Run & Readership
 Readership based on 2.5 readers per household

AVERAGE PRESS RUN	AVERAGE READERSHIP
13,500	34,000

The Vermont News Guide reaches approximately 34,000 readers in Vermont and nearby New York every week through direct mail and drops at high traffic locations with very few copies returned.

VERMONT

news guide

Vermont News Guide Office:

4858 Main Street • Manchester Center, VT
(802) 362-3535

PO Box 1265, Manchester Center, VT 05255

www.vermontnewsguide.com

jen@oldmillroadmedia.com

(Advertising e-mail only)

General Manager.....Angela Leonard

Art Director/Production.....Jen Hathaway

Classified Advertising Manager.....Donna Burgess

Account Executives.....Carrie Devlin
Kitty Lewis

■ General **RATE POLICIES**

Advertising accepted by Old Mill Road Media is subject to all terms and conditions contained herein. Eligibility for retail rate is at the discretion of the general manager.

- Contract advertising and applicable contract rate is governed by the general manager. The general manager reserves the right to cancel an advertising contract due to failure of an advertiser to meet the terms of contract.
- The general manager reserves the right to change the rates stipulated herein on thirty (30) days written notice.
- All display advertisements are measured and billed using modular system.
- The word “advertisement” to indicate paid advertising will be printed across the top of each advertisement that simulates newspaper reading matter.
- The general manager reserves the right to revise or reject any advertisement.
- The general manager shall not be responsible for the omission, in whole or part, of an advertisement or for any typographical or other error.
- The general manager’s liability shall be limited to the amount paid by the advertiser for the first insertion only, and in no event shall the publisher be liable for consequences.
- Vermont referendum or election advertising must, by law, include the name and address of the person placing the advertisement. Advertisements being placed by a group must include the name of the treasurer of the group and such organizations must be registered with the appropriate town clerk. Referendum, election and political advertisements must be pre-paid.
- The newspaper cannot guarantee that an advertisement will appear on a specific page or a specific position on the page. Position requests may be granted subject to availability and at sole discretion of the general manager.

- Service Charges - Orders must be placed before deadline. Advertisements composed for publication, but not run on the original insertion date, must be run within 30 days, or the advertiser will be billed for 50% of the cost of the space ordered.

■ Credit **TERMS**

All new accounts are to be pre-paid until credit has been established. Credit shall be allowed at the sole discretion of the general manager. Accounts in arrears will be refused further advertising until such time as balance has been paid. Duplicate bills and tearsheets will be provided on request. Bills not paid when due may be charged at 1.5% per month on the unpaid balance or 18% per annum. A service fee will be charged for all returned checks. All transient, “Going Out of Business” and political advertising must be paid in advance. “Going Out of Business” advertisements must show the closing out license number in the ad.

■ Non-Profit **RATES**

All advertisements on behalf of and paid by a non-profit, charitable or religious organization and appearing without commercial signature will be given the 52x rate. Tax-exempt number must be presented on the organization’s letterhead.

■ Ad **PROOFS**

Our art department is well-equipped to produce creative ad layouts at no additional charge to the customer. A “spec ad” can be requested one week in advance of appearing in paper. The customer may make design/typographical changes at this point. An “Email Proof” may be requested the week the ad is running as well, **but only typographical errors can be changed.**

■ Technical **GUIDELINES**

We prefer PDF, but will accept packaged InDesign CS, Illustrator and Photoshop files. We do not accept Microsoft PowerPoint or Publisher. Electronic files can be submitted via email, or if the file is too large, Dropbox or any other file transfer site.