

# — DISPLAY ADVERTISING RATES —

(Rates listed are per column inch)

	Open Rate	200-349 inches/year	350-999 inches/year	1,000-1,499 inches/year	1,500+ inches/year
Regular Display (minimum 1 col. x 2 inches)	<b>\$8.25</b>	<b>\$7.65</b>	<b>\$7.15</b>	<b>\$6.55</b>	<b>\$5.90</b>
Non-Profit (tax-exempt # required)	<b>\$6.25</b>	<b>\$6.25</b>	<b>\$6.25</b>	<b>\$6.25</b>	<b>\$5.90</b>
Page One (when available)	<b>\$16.00</b>	<b>\$16.00</b>	<b>\$16.00</b>	<b>\$16.00</b>	<b>\$16.00</b>

**Color Charge**.....**\$80.00**, Process Color **\$150.00**

**Preferred Page Placement** At An Additional Charge of 25 percent (when available).

.....  
*Above discounted rates apply only to customers  
 with an annual contract with The Vermont Standard.*

Earned rates remain valid when accounts are paid in full (30-days from billing date). 1.5% interest per month is added to all accounts beyond 30 days.

## INSERTS

Flyer/Slip Sheet (whether printed on one or two sides)..... **\$255.00**

Tabloid (tabloid page = 96 column inches) Minimum charge up to 4 tabloid pages **\$325.00**

Each additional page, up to 8 PAGES TOTAL (2-page minimum)..... **\$35.00** per page

After 8 pages (2-page minimum)..... **\$28.00** per page

*E-mail Your Advertising Questions To:*

**Wendy Jenne**  
**wjvstand@sover.net**

**Jim Kelly**  
**jkvstand@sover.net**

*All Advertising Material Should Be Sent To:*

**advstand@sover.net**

## MECHANICAL SPECIFICATIONS

- 1-Column Width (ROP) ..... 2-1/16 inches
- 2-Column Width (ROP) ..... 4-1/4 inches
- 3-Column Width (ROP) ..... 6-7/16 inches
- 4-Column Width (ROP) ..... 8-5/8 inches
- 5-Column Width (ROP) ..... 10-13/16 inches
- 6-Column Width (ROP) ..... 13 inches
- 1-Column Width (Classi)..... 1-1/2 inches
- 2-Column Width (Classi)..... 3-1/8 inches
- 3-Column Width (Classi)..... 4-3/4 inches
- 4-Column Width (Classi)..... 6-7/16 inches
- 5-Column Width (Classi)..... 8-1/16 inches
- 6-Column Width (Classi)..... 9-11/16 inches
- 7-Column Width (Classi)..... 11-5/16 inches
- 8-Column Width (Classi)..... 13 inches
- Column Depth ..... 21 inches
- Columns Per Page ..... 6 columns

## BUSINESS DIRECTORY

Advertisements of 2, 3 and 4 column inches are available on the Business Page. Rates are **\$4.50** per column inch for 13 weeks or **\$4.00** per column inch for 26 weeks. Copy in these ads must remain the same for the duration of its run. Ads can only be placed at the beginning of a month.

## CLASSIFIED ADVERTISING

**1-25 words — \$7.00** 1st week  
**\$6.00** thereafter

**26-50 words — \$12.00** 1st week  
**\$10.00** thereafter

**CLASSIFIED ADS ARE TO BE PREPAID**, must be run for a specified length of time, and there are no refunds.

**ALL CLASSIFIED & BUSINESS DIRECTORY  
 QUESTIONS MAY BE E-MAILED TO:**  
**pwwstand@sover.net**

**Display Deadline is Noon Monday  
 Classified Deadline 5 p.m. Monday**



# 2010 VERMONT STANDARD SPECIAL PROMOTIONS SCHEDULE

	DEADLINE	PUBLICATION DATE
<b>JANUARY</b>		
Aprés Ski (10 weeks) Winter Sports (5 weeks)	Dec. 30 Jan. 6	Jan. 7 Jan. 14
<b>FEBRUARY</b>		
Spring Bridal 2010 Valentine's Dining & Gifts (2 weeks) President's Day Real Estate 35th Anniversary Of Pentangle	Jan. 20 Jan. 20 Feb. 3 TBA	Feb. 11 Feb. 4 & 11 Feb. 11 TBA
<b>MARCH</b>		
Customer Appreciation Month Fast Forward Easter Dining (2 weeks)	ALL MONTH March 3 March 18	ALL MONTH March 18 March 25 & April 1
<b>APRIL</b>		
Spring Sports (6 weeks)	March 24	April 1
<b>MAY</b>		
Spring Home & Garden Mother's Day Dining and Gifts (2 weeks) Destination Vermont Memorial Day RE Special	April 14 April 21 April 14 May 12	April 29 April 29 & May 6 May 20 May 20
<b>JUNE</b>		
Covered Bridge Marathon Graduation Supplement Gifts for Grads and Dads (3 weeks) Quechee Balloon Festival Green Summer 2010	May 26 June 2 May 19 June 2 TBA	June 3 June 10 May 27, June 3, 10 June (Tentative) 17 TBA
<b>JULY</b>		
Summer Dining Guide (10 weeks) Upper Valley Summer Page (6 weeks) July 4th Real Estate Promotion	June 9 June 23 June 23	June 17 - Aug. 19 July 1, 8, 15, 22, 29 Aug. 5 July 1
<b>AUGUST</b>		
Back to School (2 weeks) Destination Vermont Sidewalk Sales (2 weeks) Shrine Page Scottish Festival Page 75th Anniversary of GMHA's 100-Mile Ride	July 28 July 15 TBA July 28 Aug. 4 TBA	Aug. 5 & 12 Aug. 12 TBA August 5 Aug. (Tentative) 12 TBA
<b>SEPTEMBER</b>		
Labor Day RE Special Fall Sports (6 weeks) Fall Dining Guide (10 weeks) Glory Days of the Railroad Apples & Crafts Upper Valley Fall Page (6 weeks) Fall Home	Aug. 25 Aug. 25 Aug. 25 TBA Sept. 22 Aug. 25 Sept. 8	Sept. 2 Sept. 2, 9, 16, 23, 30, Oct. 7 Sept. 2 - Nov. 4 TBA Sept. 30 Sept. 2, 9, 16, 23, 30, Oct. 7 Sept. 23
<b>OCTOBER</b>		
Columbus Day Real Estate White River Festival Halloween Safety (Part of Fall Sports) Emergency Volunteers Salute (10 weeks) Election Supplement	Sept. 22 TBA Aug. 25 All Month Oct. 13	Oct. 7 TBA Oct. 28 All Month Oct. 21
<b>NOVEMBER</b>		
Upper Valley Holiday Page (6 weeks) Thanksgiving Real Estate Woodstock Holiday Pages & Wassail Weekend (6 weeks)	Nov. 3 Nov. 17 Nov. 3	Nov. 11, 18, 24 Dec. 2, 9 & 16 Nov. 24 Nov. 11, 18, 24 Dec. 2, 9 & 16
<b>DECEMBER</b>		
Children's Greeting Section Year End Review Destination Vermont (Winter)	Dec. 1 Repeat Greetings TBA	Dec. 16 Dec. 30 TBA

<small>ALL DATES ARE SUBJECT TO CHANGE DURING THE 2010 FISCAL YEAR.</small>
---

**For More Information On Any Of These Special Sections Call Jim or Wendy at 802-457-1313**