

vermont WOMAN NEWSPAPER

Advertising Rates 2009

Open Rate: \$21.⁵⁰ per column inch

• Rates are **NET** per column inch per insertion

SAMPLE SIZE & RATES

SIZE	INCHES	1X	4X	6X	11X
Full Page	80"	\$1520	\$1440	\$1200	\$1120
Half Page	40"	780	740	640	600
Quarter Page	20"	410	390	360	340
Eighth Page	10"	215	210	200	190

AD FREQUENCY RATES

(CONTRACT REQUIRED)

Total Inches per Insertion

INCHES	1X	4X	6X	11X
80	\$19.	\$18.	\$15.	\$14.
40-64	19. ⁵⁰	18. ⁵⁰	16.	15.
30-39	20.	19.	17.	16.
20-29	20. ⁵⁰	19. ⁵⁰	18.	17.
4-19	21. ⁵⁰	21.	20.	19.

Display Ads

Column Widths

1 Col = 1 7/8"
 2 Col = 4"
 3 Col = 6 1/16"
 4 Col = 8 1/8"
 5 Col = 10 1/4"

Mod 1/4 page ad =
 5" wide x 7.875" high

Employment & Classified

Column Widths

1 Col = 1 9/16"
 2 Col = 3 1/4"
 3 Col = 5 "
 4 Col = 6 3/4"
 5 Col = 8 7/16"
 6 Col = 10 1/4"

F Y I

Circulation:	20,000
Readers:	45,000
Content:	News, Features, Arts & Entertainment from a Woman's Perspective
Published Monthly:	Last Friday of the Month
Terms:	30 Days from billing (2% finance charge assessed 1st day past terms)
Short Rate:	Applied for unfulfilled contracts
Inserts:	\$40 per thousand – single sheet \$50 " " – up to 8 pages \$63 " " – 9 to 24 pages
Color :	4/C: \$350 Full pg; other sizes: \$5/col in
Placement:	Premium– Back page / Inside Front: Earned Rate plus 20%
Guaranteed Position:	Earned rate plus 15%
Space Reservation:	9 <i>business days</i> prior to publication
Ad Deadlines:	Existing Digital Ads: 8 <i>business days</i> prior to publication New Ads (to be built by VT Woman): 10 <i>business days</i> prior to publication
Send Ads to:	ads@vermontwoman.com

SPECS

Printing:	Offset
Digital Specs:	PDF format only
Halftones:	300 dpi
Line Art:	600 dpi (including logos)
Display Page:	5 Columns (10 1/4" x 15 1/2")
Employment/ Classified Page:	6 Columns

Pre-Pay
SAVE
2%

VERMONT WOMAN PUBLISHING

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