



Advertising Rates 2011

SAMPLE SIZE & RATES (NET)

SIZE	1-2 X	3-4 X	5-6 X	Color
Full Pg-80"	\$1560	\$1435	\$1310	\$350
Half Pg-40"	840	750	687	250
Quarter Pg-20"	440	388	363	100
Eighth Pg-10"	234	215	196	100
Twelfth Pg-6"	135	129	117	N/A

(CONTRACT REQUIRED FOR RATES LISTED ABOVE)

SPECS

Digital Specs: PDF format only. Color files CMYK. Black & white GRAYSCALE..

Halftones: 300 dpi to final size

Line Art: 600 dpi (including logos) to final size

Display Page: 5 Columns
(10 1/4" x 16")

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

WEB Ads on Home Page

Banner Ads

320 x 75 pixels
\$2,000 /annual contract

Button Ads

90 x 96 pixels
\$1,000 /annual contract

FYI

Circulation: 15,000

Readers: 39,000

Content: News, Features, Arts & Entertainment from a Woman's Perspective

Published: Six times annually
Feb/Mar, Apr/May, June/July/Aug,
Sept, Oct, Nov/Dec

Terms: Rates are NET. Due 30 Days from billing
(1.5% on balances after 30 days)

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 page; \$250/half; \$100/other

Placement: Premium– Back page / Inside Front:
Earned Rate plus 20%

Guaranteed Position: Earned rate plus 15%

Space Reservation: 9 *business days* prior to publication

Ad Deadlines: **Existing Digital Ads:**
8 *business days* prior to publication

New Ads (to be built by VT Woman):
10 *business days* prior to publication

Send Ads to: ads@vermontwoman.com

VERMONT WOMAN MEDIA

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