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VERMONT

M A G A Z I N E



Issue	Deadline
Jan./Feb.	November 21
March/April	January 25
May/June	March 21
July/August	May 23
Sept./October	July 25
Nov./Dec.	September 26
Jan./Feb. 2013	November 19

Ad Dimensions



Full page trim size
 8.187" x 10.875"
 Bleed: 8.687" x 11.375"
 Subtract 1/4" for type
 safety to give final live
 TYPE dimension of
 7.687" x 10.375"



2/3 page vertical
 4.625" x 10"



1/2 page horizontal
 7" x 4.625"



1/2 page island
 4.625" x 7.375"



1/3 page vertical
 2.25" x 10"



1/3 page square
 4.625" x 4.875"



1/6 page vertical
 2.25" x 4.875"



1/6 page horizontal
 4.625" x 2.375"



1/12 page square
 2.25" x 2.375"

RUN OF PRESS AD PRICING

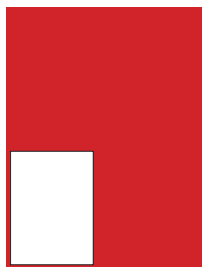
Size - Color	1x	3x	6x
Back Cover	\$2,995	\$2,795	\$2,495
Inside Front	\$2,795	\$2,495	\$2,195
Inside Back	\$2,495	\$2,195	\$1,895
Full page	\$2,195	\$1,895	\$1,495
Ask About Cover Advertising Incentives			
2/3 page	\$1,895	\$1,495	\$1,295
1/2 page	\$1,495	\$1,295	\$1,095
1/3 page	\$1,295	\$995	\$895
1/6 page	\$695	\$595	\$495
1/12 page	\$395	\$295	\$195

Terms: Net 30, 5% 10 days for established accounts. A 5% discount is available for pre-payment via check or credit card. These rates are agency commissionable when placed by a legitimate agency of record. We reserve the right to charge a fee for needed production work. Requests for specific placement carry a 10% premium.

"MADE IN VERMONT"

Our VERMONT PRODUCTS SECTION
 Special ad sizes and preferred placement near
 Vermont Product Editorial Content and Reviews

Size - Color	1x	3x	6x
1/2 page	\$1099	\$999	\$899
1/4 page	\$649	\$549	\$449
1/8 page	\$399	\$349	\$299
1/16 page	\$225	\$185	\$165



1/4 page - 3.375" x 4.625"



1/8 page - 3.375" x 2.25"



1/16 page - 1.6875" x 2"

Subscriber demographics information available upon request

PROGRAMS:

Adobe InDesign CS4, Adobe Illustrator CS4 and Adobe Photoshop CS4. Microsoft Word should be used for copy only.

IMAGES:

Tiff, EPS or Bitmap. Hi-Res (304.8 pixels/inch, 120 pixels/cm, Bitmap images 1200 pixels/inch, 472.441 pixels/cm) CMYK only. Image needs to be sized 100% for layout and flatten. If there is type (not recommended) and it is black, it should be 100% black. Large solid areas of black should be 100% black and 40% cyan. Images need to be embedded into Illustrator.

FONTS:

Mac Postscript fonts only, both screen and printer. Provide each version of fonts used, do **not** menu style. 100% black for black type. Please check fonts for damage before sending.

COLOR:

CMYK only. Black type should be 100% black. Large solid areas of black should be 100% black and 40% cyan. Any proof for guidance on press should be an iris, SWOP approved proof or AGFA Pressmatch. Colors in file should be labeled by the CMYK breakdown. Remove all colors not in use.

PDF:

Needs to meet the above requirements and be Hi-resolution press quality (created using Postscript and Acrobat Distiller). All fonts and all images **MUST** be embedded.

•Please note if PDF does not meet our specs it will be opened and saved in photoshop as a Tiff.

SIZE:

Ad **MUST** be built to the exact dimensions.

PROGRAMS:

NO QuarkXPress, Pagemaker or Freehand. NO PC programs (including but not limited to: Publisher, PowerPoint, Corel and Word).

IMAGES:

NO RGB JPEG, GIF or Quicktime picture viewer. NO low-res or web images. NO images enlarged or reduced over 15% of original size. NO images constrained and the resolution increased. An example: 4 x 5, 72 DPI resolution changed to 4 x 5, 304 DPI, is not press quality. If there is type (not recommended) and it is black, it should be 100% black (not four color black). Large solid areas of black should be 100% black and 40% cyan. There should be no layers (flatten image).

FONTS:

NO PC or multiple master fonts. NO truetype fonts. NO menu style fonts. NO black type as four color black. NO small white or knockout type. NO Damaged or slightly damaged fonts.

COLOR:

NO spot, pantone, 5th or RGB colors. NO Four color black type. NO colors in file labeled as "new color", "dark green" or some other description of color.

PDF:

NO low-resolution PDF. NO PDF's created with: JPEG or Quicktime picture viewer, or RGB images. NO low-res images, RGB, spot, 5th or Pantone Colors. NO fonts not embedded or images not embedded.

SIZE:

Ad **NOT** built to the exact dimensions. Please see front for sizes.

STYLE SHEETS:

NO files with style sheets.

Shipping & Questions:

Post Office please mail to:

VERMONT MAGAZINE P.O. Box 900, Arlington, VT 05250

FTP Site Directions: <ftp.vermontmagazine.com>

PC users type the above address into the web browser: Internet Explorer (you must use Internet Explorer if you are using a PC). Mac users will need to use Fetch or a similar transmit program. All files must be put into a folder and zipped or stuffed prior to dropping them into the "Incoming" folder. No user name or password is required, just drop your pdf or folder with files which have been zipped or stuffed onto the "Incoming" folder. You will not be able to open this folder. Once it has finished uploading please confirm by emailing Alisa @ advertising@vermontmagazine.com to let us know your ad is ready to download.

Production Charges:

Any advertiser or agency sending materials not conforming to the our specifications will be billed for any charges needed for preparing materials for publication. Production work deemed necessary by Publisher will be billed at \$100/hour.

Publisher reserves the right to run last ad or charge advertiser for unused space if material is not received by deadline.

Specific questions about the preparation and formatting of ad materials should be addressed to Alisa or Bonnie at (802) 375-1366.