



Please upload all digital files over 5 MB in size to our FTP site.
ftp.vermontmagazine.com
 Please see directions on the reverse side of this form.
 Please call or email to confirm once done uploading the file.

These rates reflect placement in our real estate section. Request for placement elsewhere carries a 20% premium.

<u>Size</u>	<u>Color</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>Dimensions</u>
Full page	Full Color	\$1,399	\$1,149	\$949	Full Page: 8.187" x 10.875"* *Bleed 8.687" x 11.375" Subtract a 1/4" for type safety to give final live <i>type</i> dimension of 7.687" x 10.375"
1/2 page	Full Color	\$849	\$699	\$599	1/2 page: 7" x 4.625"(horizontal) 3.375" x 10"(vertical)
3/8 page	Full Color	\$699	\$599	\$499	3/8 page: 3.375" x 7"(vertical)
1/4 page	Full Color	\$499	\$449	\$349	1/4 page: 3.375" x 4.625"(square)
1/8 page	Full Color	\$299	\$249	\$199	1/8 page: 3.375" x 2.25"(square)

<u>Issue</u>	<u>Deadline</u>
January/February	November 21
March/April	January 25
May/June	March 21
July/August	May 23
September/October	July 25
November/December	September 26
Jan./Feb. 2013	November 19

Contact:

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A 5% discount is available for pre-payment by check or credit card on or before the time of publication.

Ad reservations and materials are due by deadlines on the left. Additional charges may be incurred for materials not conforming to ad sizes/specifications or ad material that is late. We reserve the right to charge a fee for needed production work.

For more information about Vermont Magazine visit us at: www.vermontmagazine.com

VERMONT MAGAZINE

AD SPECIFICATIONS

Programs: Mac InDesign CS4, Mac Illustrator CS4,
Mac Photoshop CS4

Color: CMYK only

Images (including images in PDF's and Illustrator):
Resolution: 304.8 pixels/inch, 120 pixels/cm,
Bitmap images 1200 pixels/inch, 472.441 pixels/cm.
File type: Tiff, Eps or Bitmap. 8 bit/channel.
Color: CMYK or grayscale.
Size: 100% for layout (scaled no more than 15%)
Type: Not recommended (if used, black type: 100% Black).

Fonts:
Mac: type 1 Postscript
Version: printer and screen
Color: black type: 100% Black
Style: font of each version of style used.
Type: 1/4 (for full page) from edge

PDF: Your file MUST meet the above guidelines for images (embed), fonts
(embed) and color BEFORE you create a PDF.

Size: Exact dimension ONLY accepted

FTP 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 via
email to Alisa @ advertising@vermontmagazine.com to let us know that your
ad is ready to download.

SHIPPING INSTRUCTIONS:

Address all ad materials to (USPS mail):

VERMONT MAGAZINE
PO BOX 900
ARLINGTON, VT 05250

UPS please ship to:
VERMONT MAGAZINE
891 RT. 22
CAMBRIDGE, NY 12816

FEDEX please ship to:
VERMONT MAGAZINE
RT. 22
EAGLE BRIDGE, NY 12057

Ad materials are due at date of reservation deadline.

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.