

## In this media kit (a.k.a. The Yellow Book), you will find:

- Ad Rates Tables - the same rates from last year!
- Pubs at a Glance Chart - print run, dates, and distribution info;
- Ad Contracts and Copy sheets for all publications - color-coded and perforated for easy removal;
- Material Closing Dates and Deadlines;
- Ad Specs and Dimensions;
- Contact Information for the Advertising Department of the Vermont Chamber of Commerce

## FAQs:

### Are there discounts available?

-YES! In addition to the 40% Member Discount, and Early Bird Discount of 10% off is available for each publication (see Pubs at a Glance chart for Early Bird Deadlines). Payment must be received by the Early Bird Deadline to qualify.

### I like being in the print guides to reach tourists, but can I reach travelers from your website, too?

-YES! Your print listing in either the Vermont Vacation Guide for summer/fall or winter and the Country Inns and B&Bs guide will automatically be duplicated as an internet listing on [www.VisitVT.com](http://www.VisitVT.com).

### I have great pictures promoting my business, can you post them on [www.VisitVT.com](http://www.VisitVT.com)?

-YES! One free internet photo is included with your text listing. You may purchase additional internet photos, see individual order forms. Photos must be emailed to us.



### Will my business have a presence on other websites?

-YES! The virtual versions of the Vermont Winter Vacation Guide and the Vermont Vacation Guide, called eGuides, will be published on three websites for ultimate exposure: [www.VisitVT.com](http://www.VisitVT.com), [www.vtchamber.com](http://www.vtchamber.com), and the state's tourism website, [www.VermontVacation.com](http://www.VermontVacation.com). The digital versions of the guidebooks offer the web traveler the opportunity to page through the guidebooks on their computer screen or handheld computer.

### What is a Virtual Guide Link?

-eGuide Links enhance your virtual presence in the eGuides. Your entire ad and/or listing will be highlighted, and one click of the mouse directly links the viewer to your website!



### Can a visitor book on-line from your website?

- YES! Through our free on-line reservation system, Inntopia, all visitors and users of [www.VisitVT.com](http://www.VisitVT.com) have the ability to book your property, activity, or rental, right on-line! Simply make sure your business is registered with the booking engine Inntopia ([www.inntopia.com](http://www.inntopia.com)) and you will automatically be accessible for users to make on-line reservations from your internet listing.

### I make specialty products but I don't have a store. Can I still reach customers in these travel guides?

-YES! New this year in the Vermont Winter Vacation Guide and Vermont Vacation Guide is a section called "Vermont Specialty Food & Drink." This is a great place to showcase your specialty food product and direct customers to your website.

### Are other sections available in the Winter Guide and Vacation Guide? How will I know which section is best for my business?

-YES! In addition to town locations, other sections are available; see the order forms. For help determining which section is best for your business visibility, please contact Chris Sluicer at [csluicer@vtchamber.com](mailto:csluicer@vtchamber.com) or 802-229-2294.