

2011 Non-Member Ad Rates

All display ad prices include one basic listing. See forms for additional listing pricing.

Publication Name:	Vermont Winter Guide		Vermont Vacation Guide		Vermont Country Inns & B&B	
	B/W	4-Color	B/W	4-Color	2-color	4-Color
Size of Advertisement:						
Rear Cover (1/2 page for CI/B&B)	N/A	\$6,699	N/A	\$12,348	N/A	\$2,107
Inside Front or Rear Cover (1/2 page for CI/B&B)	N/A	\$5,355	N/A	\$10,185	N/A	\$1,939
Inside Front Cover Facing Page (1/2 page for CI/B&B)	N/A	\$5,047	N/A	\$9,002	\$1,533	N/A
Inside Rear Cover Facing Page (1/2 page for CI/B&B)	N/A	\$4,655	N/A	\$8,169	\$1,379	N/A
Full Page	\$3,262	\$4,277	\$6,734	\$7,910	\$1,813	N/A
2/3 Page	\$2,415	\$3,073	\$4,571	\$5,488	N/A	N/A
1/2 Page	\$1,946	\$2,506	\$3,731	\$4,620	\$1,113	N/A
1/3 Page	\$1,442	\$1,729	\$2,457	\$3,213	N/A	N/A
1/4 Page	\$1,155	\$1,477	\$1,988	\$2,562	\$819	N/A
1/6 Page	\$910	\$1,106	\$1,435	\$1,743	N/A	N/A
1/8 Page	N/A	N/A	N/A	N/A	\$511	N/A
1/12 Page	\$658	\$777	\$868	\$1,050	N/A	N/A

Publication Name: Vermont Ski & Maple Map & Guide (Members Only)	Size of Advertisement (all 4-color)	Cost
	Text with inset photo - 1 5/8" Wide x 2 1/2" High	\$525
	Panel Display Ad - 3 1/2" Wide x 2 1/2" High	\$995

Non-Member Listing & Photo Rates

Your first print basic listing is duplicated online and includes a **FREE internet photo** and appears in our Virtual Guide. Additional printed listings and internet photos can be added.

Publication Name:	Vermont Winter Guide	Vermont Vacation Guide	Vermont Country Inns & B&B
First Print Listing	\$155	\$165	\$236
Addtl. Print Listing(s)	\$115	\$125	\$180
Addtl. Internet Photo(s)	\$65	\$65	\$91

Non-Member Packages

Attract visitors to your property and entice them to stay longer with a travel package. Package information follows your business listing in our publications. They must include several travel elements that would otherwise be purchased separately and must also have a predetermined inclusive price and dates of availability. Package elements could include: lodging, meals, attraction admissions, entertainment, car rentals, transportation and more. Packages give greater impact to your listing at an excellent value. Forms are included.

Publication Name:	Vermont Winter Guide	Vermont Vacation Guide	Vermont Country Inns & B&B
Non-Members	\$238	\$343	\$147

Advertising Contact: Chris Sluicer - 802-229-2294 E-mail: csluicer@vtchamber.com Fax: 802-223-4257
Mail: PO Box 37, Montpelier, VT 05601; Shipping: 751 Granger Road-Berlin, Barre, VT 05641

SEE REAR COVER FOR AD DIMENSIONS