

Ad Closing Dates and Material Deadlines

Publication Name	Listing & Contract Deadline	Ad Materials Due	Distribution Date
Vermont Winter Guide	Fri. May 28	Fri. June 4	Late August 2010
Vermont Ski & Maple Map & Guide	Fri. May 28	Fri. June 11	Late August 2010
Vermont Vacation Guide	Fri. August 13	Fri. August 27	Early January 2011
Country Inns and B&B Brochure	Fri. October 22	Mon. November 15	Early February 2011

Ad Specifications

- Trim Size for the Vermont Winter Guide and Vermont Vacation Guide is 8" x 10 7/8". If your ad will bleed off the page add 1/8" on all sides beyond trim size.
- Software/formats supported (Macintosh Only): QuarkXpress 6.1, Illustrator 11, Photoshop 8, Acrobat 6.0, InDesign 3. TIFF, EPS and PDF files.
- Media type supported: CD-ROM and DVD.
- Photos should have a final resolution of 300 dpi and line art should have a final resolution of 1200 dpi or more. JPEG files from web sites will not be accepted.
- VCC will not be responsible for color errors if a color proof is not supplied
- CMYK color should be used for 4-color ads.
- The 2-color Vermont Country Inns & B&B brochure uses spot colors PMS 293 (blue) & PMS 328 (green).

Distribution

Publication Name	Number of Copies	Publication Name	Number of Copies
Vermont Winter Guide	100,000	Country Inns and B&B brochure	100,000
Vermont Ski & Maple Map & Guide	80,000	Vermont Vacation Guide	200,000

Terms and Conditions of Advertising

NON-AGENCY PRODUCED ADVERTISEMENTS: Terms are Net 30 days. A 1.5 monthly (18% per annum) interest charge WILL be added on any unpaid balances after 30 days.

AGENCY PRODUCED DISPLAY ADVERTISEMENTS: For the Vermont Winter Vacation Guide and the Vermont Vacation Guide, a 15% agency commission is allowed for bona-fide advertising agencies, provided credit references are approved, "digital-ready" copy is submitted and payment is received within 30 days of invoice. A 1.5 monthly (18% per annum) interest charge WILL be added on any unpaid balances over 30 days. Agency commissions and any other applicable discounts shall be forfeited if the terms of this contract are not met. In-house agencies may provide out-of-house references and "digital-ready" materials in order to qualify for agency commissions. Agency Note: Internet web photos and ads for the Vermont Country Inns and B&Bs Brochure and the Ski Vermont & Winter Activities Map are NET.

PAYMENT OF DISPLAY ADVERTISEMENTS: The Vermont Chamber of Commerce reserves the right to request prepayment from all advertisers.

ADVERTISING COPY: All copy must be in digital format, see website. The Vermont Chamber assumes no responsibility for errors on supplied materials, loss or damage to any art work, or digital file. Proofs will be provided only on requests made at least five working days prior to the ad closing date. Artwork received after the published closing date is not eligible for proofing by the author.

CANCELLATIONS: Cancellations will only be accepted prior to the closing date. Advertisers cancelling after the advertising closing date will be responsible for the cost of the ad.

POSITIONS: Positions of advertisements are at the discretion of Vermont Chamber of Commerce except where a request for a specific preferred position is acknowledged by Vermont Chamber of Commerce in writing.

LISTINGS: Listing content may be edited by the VT Chamber in order to meet listing requirements. VT Chamber will not inform the organization that placed the listing of edits.

SEE REAR COVER FOR AD DIMENSIONS