



Advertising Rates 2018

SAMPLE SIZE & RATES (NET)

SIZE	1X	2X	3 - 4X	Color
Full Page - 80"	\$1475	\$1300	\$1200	+ \$200
Half Page - 40"	\$ 780	\$ 680	\$ 580	+ \$125
Quarter Page - 20"	\$ 440	\$ 402	\$ 383	+ \$100
Eighth Page - 10"	\$ 244	\$ 225	\$ 206	+ \$ 50

(Contract required for rates listed above)

SPECS

Digital Specs	PDF format only. Color files: CMYK Black & White: Grayscale
Halftones	300 dpi to final size
Line Art	600 dpi (including logos) to final size
Display Page	5 Columns (10.25" w x 16" h)

Display Ads Column Widths

1 Col	=	1 7/8"
2 Cols	=	4"
3 Cols	=	6 1/16"
4 Cols	=	8 1/8"
5 Cols	=	10 1/4"

Modular quarter pg ad =
5" wide x 7.875" high

WEB Ads on Home Page

340,000
annual
unique visits

Button Ads

170 x 170 pixels
\$380 / annual contract

F Y I

Circulation	10,000
Readers	24,000 (industry standard = 2.6 readers per issue)
Content	News, Features, Arts & Entertainment from a Woman's Perspective
Published Seasonally	4X per year: SPRING: Apr/May, SUMMER: June/July/Aug, FALL: Sept/Oct, WINTER: Nov/Dec
Terms	Rates are NET. Due 30 Days from billing (1.5% on balances after 30 days)
Short Rate	Applied for unfulfilled contracts
Inserts	\$45 per thousand – single sheet \$60 " " – up to 8 pages \$73 " " – 9 to 24 pages
Color	4/C \$200/full page; \$125/half; \$100 other
Premium Placement	Back page / Inside Front or Back Earned rate plus 20% - printed on premium stock
Guaranteed Position	Earned rate plus 20%
Space Reservation	9 business days prior to publication
Ad Deadlines	Existing Digital Ads: 8 business days prior to publication New Ads (to be built by VW): 10 business days prior to publication

VERMONT WOMAN MEDIA

P.O. Box 490 • 307 Route 2 • South Hero, VT 05486 • www.vermontwoman.com

802.372.3201

Ad Director: Sue Gillis • suegillis2@vermontwoman.com