

VERMONT GUARDIAN

FOR THE INDEPENDENT MIND • WWW.VERMONTGUARDIAN.COM

ADVERTISING RATE INFORMATION



Vermont's local statewide weekly newspaper

Who We Are

The *Vermont Guardian* is a statewide newsweekly with a companion daily website, dedicated to providing Vermont with provocative, hard-hitting news and investigative journalism.

Our Readers

The *Vermont Guardian* reaches more than 25,000 readers through its weekly print edition and daily website.

Our demographics, according to a recent survey of readers, is as follows:

Female: 54 percent, **Male:** 46 percent

Age Groups: 18-30: 10%; 31-39: 20%; 40-55: 50%; 56-70: 20%

Website readership: Our web readership trends younger than the print readership with a dominant portion (65%) of that readership in the 25-40 age range. Female/Male breakdown is nearly identical to the print edition (52 percent male/48 percent female).

Financially speaking, our readers earn, on average, about 30 percent more than the median income for all Vermonters. The average size of a *Vermont Guardian* reader's household is 3.

Some other **special characteristics** of *Vermont Guardian* readers:

- They dine out more than once a week
- They shop at a natural foods or health food store at least twice a week
- They attend a community event at least once a week
- They attend a cultural event twice a week
- They are willing to drive more than 40 miles to attend these events
- Nearly 85 percent own their own home

Nearly 100 percent of *Vermont Guardian* readers "go out of their way" to purchase Vermont products, and 75 percent have milked a cow.

Recreational activities:

- 80 percent enjoy a craft or like to attend a do-it-yourself workshop
- 90 percent enjoy gardening
- 85 percent enjoy some form of physical fitness or exercise
- 80 percent have gone on vacation in the past year

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130 West Canal Street, Suite 5, PO Box 335, Winooski, VT 05404 | 802.861.4880 | fax 802.861.6388
 139 Main Street, Suite 702, Brattleboro, VT 05301 | 802.246.5677 | 802.246.5676
 www.vermontguardian.com | sales@vermontguardian.com

Advertising on www.vermontguardian.com is an inexpensive way to boost traffic to your website, and along with a print ad, helps you reach all *Guardian* readers. The website tops 90,000 unique visits monthly as of May 2006.

Advertisers — including the Vermont Bee Balm Company — have seen new orders come from around the country as a direct result of advertising on our website.

Banner Ads

Banner ads are typically 468 pixels wide by 60 pixels high, but can be adjusted depending on your need. This offers the highest visibility for advertising on the page.



Rates: 1 week (7 days) = \$100 1 month (4 weeks) = \$375

Button Ads

Button ads are 100 by 100 pixels. The value here is the advertisements are placed near the navigation bars for increased visibility.

Rates: 1 week (7 days) = \$50 1 month (4 weeks) = \$175



Double Button Ads

Get twice the visibility with a double button ad, 180 by 180 pixels.

Rates: 1 week (7 days) = \$75 1 month (4 weeks) = \$225

As Vermont's only independently-owned, statewide newspaper, and daily website, getting the most up-to-date news into the hands of our readers is paramount in this day and age.

Whether it's a late-breaking political story, or something that simply can't wait until the print edition, we want to make sure our readers get the latest scoop.

In January 2006, we launched a free **Guardian News Alert** to *Vermont Guardian* readers up to five times a week. The stylish alert contains room for button ads, text links and more.

Advertising in the alert will place your business or organization's message directly into the eyes of our readers. Rates vary depending on the specific needs of your advertising or outreach campaign, so ask us for more details.

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Today's Headlines
[Leahy to announce vote on Alito nomination](#)
[State to study employee buyout of printing press](#)

Breaking News
Eleven arrested in anti-VY protest
 BRATTLEBORO — Police arrested 11 anti-nuclear protesters, including a veteran and a nurse, on charges of trespassing Monday at Vermont Yankee headquarters.
 Posted January 16, 2006
[View Full Article](#)

Want more news? [Subscribe today!](#)

email: info@vermontguardian.com
 phone: 802.861.4880
 web: <http://www.vermontguardian.com>

COMPLEXTON VALLEY COMPOSING
 How Big Are Animals?

NORTSHIRE BOOKSTORE BOOKS

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Retail Display Rates

Open Rate: \$15/column inch

Column inches per month:	Cost per inch:
40-54	\$15.00
55-99	\$14 .25
100-149	\$13.00
150-174	\$13.50
175 or more	\$12.00

Color Charges 4-Color: +\$35-\$150 (Retail & Employment)

Ad Deadlines & Specs

Ad Deadlines: Reservation for placement is Friday at Noon. Materials for ads to be built by *Vermont Guardian* should arrive by Friday noon. Camera-ready ads accepted through Monday noon; classified ads due Monday, noon.

Ad Specs: Camera ready ads should be supplied as a JPG, according to the size ad you want to place, at no less than 170 dpi. PDF's, TIFFs, GIFs are also acceptable as well as straight InDesign documents. The *Guardian's* Retail Display Ads are based on a 5 column grid. One column inch = 1.875

Discounts & Specials

Pre-Pay Discount: Save 5% for payment in advance.

VBSR Members, LCRCC Members, Non-Profits: Save 10% on all advertising.

Saturate Ads: (Retail) Minimum of three identical ads in one issue. Full-price for the first ad; the rest are half-price.

Print & Web Combo: For all 12 week contracts, receive an 8-week button ad on www.vermontguardian.com at no charge.

Refunds, Errors and Standards: Refunds cannot be granted for any reason. Adjustments will be credited to the advertiser's account toward future classifieds placement only. We proofread carefully, but even so, mistakes can occur. Report errors at once, as *Vermont Guardian* will not be responsible for errors continuing beyond the first printing. Adjustments for error is limited to republication; in any event, liability for errors (or omissions) shall not exceed the cost of the space occupied by such an error (or omission). All advertising is subject to review by *Vermont Guardian*. We reserve the right to edit, properly categorize or decline any ad without comment or appeal.

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Classified Rates

Employment Display Volume Discounts

Open Rate: \$20/column inch

Column inches per month:	Cost per inch:
20-39	\$20.00
40-54	\$19.50
55-99	\$18.25
100-149	\$18.00
150-174	\$17.75
175+	\$16.50

Items for Sale: FREE (for items valued at \$150 or less)
20 words for \$15/week / Over 20: 0.50¢ a word

Legals: 0.40¢ a word (email) / 0.50¢ a word (fax or snail mail)

Housing & Real Estate Line Ads: 25 words for \$20 / Over 25: 0.50¢ a word

Wellness Line Ads: 25 words for \$20 / Over 25: 0.50¢ a word

Help Wanted Ads: 30 words for \$35 / Over 30: 0.50¢ a word

Payment: Check, cash and MasterCard and VISA

E-mail Ad Submissions: *Vermont Guardian* readers can post classifieds online at our website. Just click the 'Advertise' button on the front page and follow the step-by-step instructions.

Note: *The Guardian's Classified Display Ads are based on a 5 column grid.
One column inch = 1.875*

Pre-Printed Inserts

Preprinted inserts are charged at the following rates per thousand:

FULL RUN: \$75 per 1,000

ZONED: \$90 per 1,000

Ad Sizes and Costs

2 col. x 4"
8 col. in.
(3.9" x 4")
\$120

Full Page
5 col. x 13"
65 col. in.
(10" x 13")
\$975

Quarter Page
5 col. x 3.25"
16.25 col. in.
(10" x 3.25")
\$245

2 col x 6"
12 col. in.
(3.9" x 6") \$180

Half Page
5 col. x 6.5"
32.5 col. in.
(10" x 6.5")
\$490

Note:

1 column = 1.875"
2 column = 3.9"
3 column = 5.93"
4 column = 7.97"
5 column = 10"

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Graphic
design
services

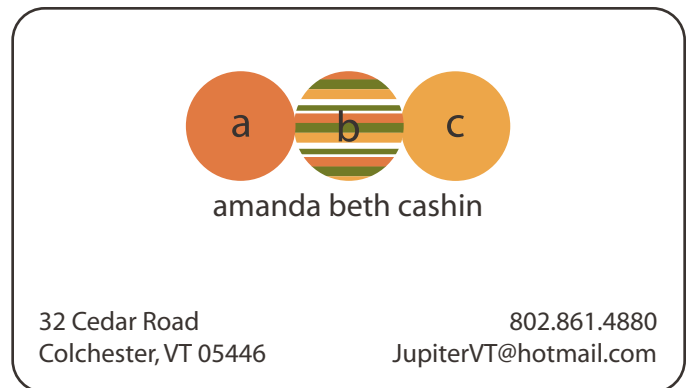
guardiangraphics



In addition to providing free ad design services to clients placing ads in our paper, the *Vermont Guardian* also offers a wide range of graphic design services tailored to meet your individual needs. These services include:

- brochures**
- web graphics**
- print collateral**
- corporate id & branding**
- ad design (for outside publications)**

Rates vary depending on your specific advertising needs, so call us for a free price quote. Below are some examples of the work we've done.



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Review of Books



The *Vermont Review of Books* is Vermont's only monthly literary supplement devoted entirely to Vermont-based publishers, booksellers and authors.

Launched in April 2005, the *Review* is distributed as an insert in the *Vermont Guardian*, and free of charge to participating book stores, libraries and other outlets. The *Review* contains author interviews and profiles, unpublished work, book excerpts, highlights of new releases, as well as bookstore staff picks, what's selling and a calendar of events.

To make it affordable, we offer special rates for this publication:

Size	Rate
4" by 4"	\$50
4" by 6"	\$75
4" by 8"	\$100
Half page (6.5" by 10")	\$225
Full page (10" by 13")	\$400
Full page (back page with 4-color)	\$500

Distribution & Deadlines: Each issue is distributed the first Friday of every month, and ad space reservations must be made two weeks prior to the publication date. Camera ready ads must be received by the *Vermont Guardian* at least one week prior to publication.

2006 Publication Dates:

January 6	July 7
February 3	August 4
March 3	September 1
April 7	October 6
May 5	November 3
June 2	December 1

Camera ready ads should be supplied as a JPG, according to the size ad you want to place, at no less than 170 dpi. PDF's, TIFFs, GIFs are also acceptable as well as straight InDesign documents.

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The Guardian Mission

Less than two decades ago, Vermonters could pick up a newspaper and expect solid reporting from a locally owned business with stakes in the community.

But as Vermont led the way toward social and political progress in the United States, its media outlets moved in the opposite direction, falling victim to corporate consolidation taking shape at the national level. Out-of-state conglomerates have bought many of the best dailies. In attempts to keep pace with these fierce new competitors, other Vermont papers have cut staffing and squeezed news space to make room for more advertising.

The *Vermont Guardian* will stand in stark contrast to this trend. Through our weekly newspaper and daily Web site, we will provide an independent perspective with a commitment to credible investigations, and provocative and informative stories that others either miss or choose to ignore.

Too often, today's media cast coverage in a political rather than a human light. Stories and subjects are tagged as "left" or "right," ignoring the subtleties and nuances that define Vermont.

The *Vermont Guardian* will reinvigorate the credo that journalism speaks for the individual, checks abuses of power, and stands vigilant in the protection of democracy and free speech. By hosting

regular editorial meetings throughout the state, and presenting news in a statewide context, we will give Vermonters a unifying forum from which to view and address today's issues. Knowing that Vermonters value news and perspectives from beyond their borders, the *Vermont Guardian* also will provide timely and provocative stories from around the country, and the world, through an independent network of writers.

Our pledge to you — readers, advertisers, and subscribers — is to provide socially responsible news and opinion on a human scale. With correspondents throughout the state, and offices in Winooski and Brattleboro, we will be Vermont's editorial town commons, a place where Vermonters can share ideas and forge solutions. Those outside Vermont can look to the *Guardian* as a showcase for "the Vermont way," that unique ability to solve problems and define politics.

Our business model is unique in its approach, in part because Vermont is a unique state. A weekly newspaper, combined with our website that will be updated daily — www.vermontguardian.com — will provide you with breaking stories as they become available to us, whether that be in Vermont, in the U.S. or around the globe.

— *The Vermont Guardian Staff*