

VERMONT GUARDIAN

FOR THE INDEPENDENT MIND • WWW.VERMONTGUARDIAN.COM

ADVERTISING RATE INFORMATION



online • statewide • daily



130 West Canal Street, Suite 5, PO Box 335, Winooski, VT 05404 | 802.861.4880 | fax 802.861.6388
139 Main Street, Suite 603, Brattleboro, VT 05301 | 802.246.5677 | 802.246.5676
www.vermontguardian.com | sales@vermontguardian.com

Who We Are

The *Vermont Guardian* is a statewide online news organization dedicated to providing Vermont with provocative, hard-hitting news and investigative journalism.

The *Vermont Guardian* reaches thousands of readers daily through its dynamic daily website: More than 5,000 unique readers and 25,000 page views daily.

Our Readers

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

Female: 52 percent, **Male:** 48 percent

Age Groups: 18-30: 5%; 31-39: 30%; 40-55: 50%; 56-70: 15%

Where our readers live: About 40 percent of our readers live in Chittenden, Addison, and Washington counties. Another 30 percent live in Orange, Windham, and Windsor counties. Of the remaining 30 percent, about 5 percent is from out-of-state, mostly NH and MA. Another 10 percent from the Rutland/Bennington region (more Rutland to Manchester than Bennington), and the rest is sprinkled across Franklin County and the Northeast Kingdom.

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

Online

Advertising with the *Guardian* is an inexpensive way to reach thousands of *Guardian* readers. We offer several options, including printable PDF display and web-based interactive ads — web display, buttons, banners and news alert e-mails.

Banners & Buttons

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



News alerts

As Vermont's only **statewide online news organization**, 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 our weekly online 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. We also offer a **Weekly Highlights** e-mail to our online subscribers.

Advertising in the alert will place your message directly into the eyes of our readers. Rates vary depending on the specific needs of your advertising or outreach campaign, but begin for as low as \$25 per week. Ask us for more details.





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PDF Display Rates

Size	Rate
4" by 2"	\$25
4" by 4"	\$50
4" by 6"	\$75
4" by 8"	\$100
Half page (6.5" by 10")	\$225
Full page (10" by 13")	\$500

These rates are based on a six-week advertising package, which includes a free button ad for two weeks. These ads are displayed in the printable PDF and converted into web-based ads (72 dpi JPEGs) that are embedded into online news stories and can be linked to your home page. We can work with you on a package that works best for your budget and maximizes your exposure to our readers.

Ad Deadlines & Specs

Ad Deadlines: If you want the ad to be placed in the PDF version, the deadline for placement is Friday at noon. Materials for ads to be built by *Vermont Guardian* should arrive by Friday at noon. Camera-ready ads accepted through Tuesday noon; classified ads due Monday at noon. If being in the PDF is not a concern, ads are accepted on a rolling basis and posted within 24 hours.

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* PDF display ads are based on a five-column grid. One column inch = 1.875. There are roughly 70 pixels per inch (for ads translated to web-based images).

Discounts & Specials

VBSR Members: Save 5% on all advertising.

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 posting. 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.

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*

VERMONT

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 free of charge to participating book stores, libraries and other outlets and is published online for subscribers. 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.

Our rates for this publication are:

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.

2007 Publication Dates:

January 5	July 6
February 2	August 3
March 9	September 7
April 6	October 6
May 4	November 2
June 1	December 7

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.