Tourism Marketing Program

• 3.3 million visitors to Vermont Welcome Centers

• 700,000 eGuide pageviews and 70% are unique users!

• 300,000 vacation guides distributed through various channels

• 1.7 million visitors to VermontVacation.com

• 125,000 subscribers reached via monthly VDTM email campaign
Together Let’s Showcase Your Business as THE Place to Visit

Why Participate?

This program connects your business to Vermont visitors. The digital Stay & Play Directory, Vacation Guides and eGuides created in partnership with the Vermont Department of Tourism & Marketing (VDTM) are the official fulfillment pieces for Vermont. Promote your business to millions of new visitors.

VINS NATURE CENTER
www.vinsweb.org
802-359-5000
140 Nature’s Way, Quechee, VT 05059
A nonprofit, member-supported, environmental education, avian rehabilitation and research organization headquartered at the VINS Nature Center. Open year-round, the 47-acre campus adjacent to Quechee Gorge, features state-of-the-art raptor enclosures, exhibits spaces, interpretive nature trails, on-site educational programs and the Center for Wild Bird Rehabilitation. We provide high-quality, relevant learning opportunities for students and teachers.

Stratton Mountain Resort
The Official Vermont Vacation Guides

300,000 (total) distributed to key traveler destinations. Visitors will find guides at:

- All Vermont Welcome Centers (3.3 million visitors annually)
- NY, MA and CT retail stores
- Burlington, VT and Albany, NY airports
- Canada
- Big E, VDTM and Ski Vermont consumer shows and events
- Vermont’s lodging, attractions and vacation rentals

The direct mail fulfillment piece for VDTM and 1-800-VERMONT.

Editorial content is deployed through multiple channels.

700,000 eGuide pageviews and 70% are unique viewers.

Partnership with Vermont associations and organizations for content and physical distribution.

Stay & Play Directory
VermontVacation.com

Featured Stay & Play Directory listing gives you a business description, 10 photos, a video, a link to your website and exposure when using the events calendar on VermontVacation.com (All supported by the State’s $2 million tourism marketing budget.)

Social Media

- Monthly email campaign that reaches 125,000 opt-in subscribers.
- Sharing your content, events and news daily on Facebook.
- Photography on Instagram #visitvermont

Ask About Early Payment Savings!
### Advertising Rates & Specifications

#### Print, Digital and eGuide Package Pricing Options*

<table>
<thead>
<tr>
<th>Vacation Guide Ad Sizes</th>
<th>Available to Visitors:</th>
<th>September 2019</th>
<th>December 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>VCC Member Rates</td>
<td>VCC Non-Member Rates</td>
</tr>
<tr>
<td>Back cover display ad</td>
<td>$5,192</td>
<td>$8,653</td>
<td>$9,359</td>
</tr>
<tr>
<td>Inside front or back cover display ad</td>
<td>$4,192</td>
<td>$6,987</td>
<td>$7,783</td>
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<tr>
<td>Inside front facing page display ad</td>
<td>$3,968</td>
<td>$6,613</td>
<td>$6,905</td>
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<tr>
<td>Inside back facing page display ad</td>
<td>$3,672</td>
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<td>$6,283</td>
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<tr>
<td>Full page display ad</td>
<td>$3,392</td>
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<td>$6,095</td>
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<tr>
<td>1/2 page display ad</td>
<td>$2,076</td>
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<td>$3,647</td>
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<tr>
<td>1/3 page display ad</td>
<td>$1,499</td>
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<td>$2,601</td>
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<td>1/4 page display ad</td>
<td>$1,311</td>
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<td>1/6 page display ad</td>
<td>$1,035</td>
<td>$1,726</td>
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<tr>
<td>1/12 page display ad</td>
<td>$791</td>
<td>$1,318</td>
<td>$995</td>
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</tbody>
</table>

**Entry Level Combination:** Listing in print, eGuide, Featured Stay & Play Directory listing

- **Winter (reservation due 5/17/19)**
  - VCC Member Rates: $280
  - VCC Non-Member Rates: $280

- **Summer/Fall (reservation due 9/6/19)**
  - VCC Member Rates: $280
  - VCC Non-Member Rates: $280

**Optional Extras:**
- Repeat your print and eGuide listing in another location (includes hyperlinks)
  - Winter (reservation due 5/17/19): $190
  - Summer/Fall (reservation due 9/6/19): $190

- Special/Package (in addition to listing)
  - Winter (reservation due 5/17/19): $215
  - Summer/Fall (reservation due 9/6/19): $215

- Featured Stay & Play Directory listing with additional business location
  - Winter (reservation due 5/17/19): $55
  - Summer/Fall (reservation due 9/6/19): $55

**All pricing options include:**
- A 50-word listing (members only); includes icons
- Featured Stay & Play Directory listing on VermontVacation.com (includes 50 words, 10 images, YouTube video)
- eGuide with enhanced link for website

### Rates & Services Icons

- **=** pets accepted (call ahead)
- **=** motorcoaches accepted
- **=** ADA compliant
- **=** Commissionable to Travel Agents
- **=** Wi-Fi
- **=** EV Charging Station
- **=** Vermont Green Business

### Ad Sizes (inches)

<table>
<thead>
<tr>
<th>Ad Sizes (inches)</th>
<th>Wide</th>
<th>Tall</th>
<th>Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page/Covers</td>
<td>7</td>
<td>9 ¾</td>
<td></td>
</tr>
<tr>
<td>Full page/Cover w/bleed*</td>
<td>8 ¼</td>
<td>11 ¾</td>
<td>A</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7</td>
<td>4 ¾</td>
<td></td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4 ⅞</td>
<td>4 ⅞</td>
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<tr>
<td>1/4 page</td>
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<td>2 ¾</td>
<td>C</td>
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<tr>
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<td>1/6 page horizontal</td>
<td>4 ⅞</td>
<td>2 ¾</td>
<td>E</td>
</tr>
<tr>
<td>1/12 page</td>
<td>2 ⅞</td>
<td>2 ¾</td>
<td>F</td>
</tr>
</tbody>
</table>

*For bleed ads, please add 1/8” on all sides. Trim size: 8” x 10 7/8”.
*Display ads should be press-ready PDF files, in CMYK format and 300 dpi resolution.

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### Contact Information

- **Marc Plouffe**
  - Advertising Account Executive
  - 802-229-2294
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- **Megan Bullard**
  - Marketing & Sales Associate
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  - Vice President of Tourism
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