THE VERMONT TOURISM MARKETING PROGRAM

The Vermont Tourism Marketing Program communicates your message via dynamic print and digital publications, promoting your business to the 80 million people that live within a day’s drive of Vermont. Created in partnership between the Vermont Chamber of Commerce and the Vermont Department of Tourism and Marketing, the suite of products offered in the Vermont Tourism Marketing Program are the official fulfillment pieces for Vermont.

3.3 Million
Vermont Welcome Center Annual Visitors

300,000
Guide Distribution

CONNECTING YOUR BUSINESS TO VERMONT VISITORS

Our Audience

Key Points of Guide Distribution

- Retail stores in NY, MA and CT
- Airports in MA, NY and VT
- Canadian Direct Mail Inquiries
- Consumer Shows and Events in Ottawa, MA, VT and beyond
- Vermont Lodging Properties

PRINT
EDITORIAL MISSION

Vermont’s local communities, businesses, and attractions create the fabric that makes up the Vermont brand. Our editorial mission is to tell the story of the Vermont brand through compelling, authentic content that makes visitors excited to engage in the Vermont we get to enjoy every day. The Vermont Tourism Marketing Program amplifies your businesses’ story to Vermont visitors.

DIGITAL

625,000
eGuide Pageviews

3 Minutes
Average Time on eGuide

1.65 Million
VermontVacation.com Visits

122,000
Vermont Tourism Email Marketing Campaign Reach

117,500
Vermont Tourism Social Media Reach

“I am planning a trip to New England this coming October and will be traveling through Vermont. I requested the travel guide to help with advance planning. I just wanted to compliment you on your publication, it arrived in the post today and having looked through it, I am super excited by the Vermont aspect of our road trip and only hope we have enough time to see everything which I now know you have on offer.”
# ADVERTISING RATES & SPECIFICATIONS

## Print, Digital and eGuide Package Pricing*

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Winter</th>
<th>Summer/Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>August 2020</td>
<td>February 2021</td>
</tr>
<tr>
<td></td>
<td>VCC Member</td>
<td>Non-Member</td>
</tr>
<tr>
<td>Back cover ad</td>
<td>$5,192</td>
<td>$7,269</td>
</tr>
<tr>
<td>Inside front or back cover ad</td>
<td>$4,192</td>
<td>$5,869</td>
</tr>
<tr>
<td>Inside front facing page ad</td>
<td>$3,968</td>
<td>$5,555</td>
</tr>
<tr>
<td>Inside back facing page ad</td>
<td>$3,672</td>
<td>$5,141</td>
</tr>
<tr>
<td>Full page ad</td>
<td>$3,392</td>
<td>$4,749</td>
</tr>
<tr>
<td>1/2 page ad</td>
<td>$2,076</td>
<td>$2,906</td>
</tr>
<tr>
<td>1/3 page ad</td>
<td>$1,499</td>
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<tr>
<td>1/4 page ad</td>
<td>$1,311</td>
<td>$1,835</td>
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<tr>
<td>1/6 page ad</td>
<td>$1,035</td>
<td>$1,449</td>
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<tr>
<td>1/12 page ad</td>
<td>$791</td>
<td>$1,107</td>
</tr>
</tbody>
</table>

### Listing Package:
- $280 VCC Member | $392 Non-Member
- $280 VCC Member | $392 Non-Member

### Promote Special and/or Package:
- Enhance your listing to promote a special offer (Print & eGuide)
- $215 VCC Member | $301 Non-Member
- $215 VCC Member | $301 Non-Member

### Additional Listing:
- Feature your listing in additional town/s or highlighted sections (Print & eGuide)
- $190 VCC Member | $266 Non-Member
- $190 VCC Member | $266 Non-Member

- Winter Guide available August 2020 | Summer/Fall Guide available February 2021

## Ad Size
(inches, width X height)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page/Covers</td>
<td>7” X 9 7/8”</td>
</tr>
<tr>
<td>Full page/Cover w/ bleed^</td>
<td>8 1/4” X 11 1/8”</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>7” x 4 7/8”</td>
</tr>
<tr>
<td>Third page square</td>
<td>4 5/8” X 4 7/8”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>7” X 2 3/8”</td>
</tr>
<tr>
<td>Sixth page vertical</td>
<td>2 1/4” X 4 7/8”</td>
</tr>
<tr>
<td>Sixth page horizontal</td>
<td>4 5/8” X 2 3/8”</td>
</tr>
<tr>
<td>Twelfth page</td>
<td>2 1/4” X 2 3/8”</td>
</tr>
</tbody>
</table>

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

## All Packages 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 clickable link to website

## Rates & Services

### Lodging Rates
(can be a range)
- $ = less than $100
- $$ = $101-200
- $$$ = $201-299
- $$ $$ = $300 and up

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

### QR Codes
- Winter Guide
- Summer/Fall Guide