



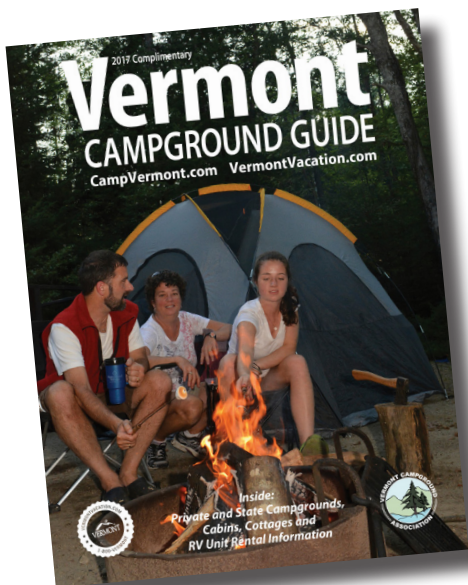
Vermont Campground Guide

2018 Advertiser Rates and Specifications

Contract deadline: September 15

Ad material deadline: October 10

Distribution date: January 2018



- Targeted marketing to your camping customers
- 125,000 copies printed and distributed throughout the Eastern United States and Canada
- Advertisers get a bold listing at no charge
- Ad will appear as a hot link in our e-guide, www.campvermont.com

SAVINGS OPTIONS (MAX OF 10% DISCOUNTS IN TOTAL)

- 5% early bird discount if paid in full by August 8.
 - Increase your ad size and save 5%.
 - New advertisers receive a 10% discount.
 - Non-profits receive a 10% discount.
- Free enhanced web page listing (for one year, \$200 value) to advertisers who increase their ad size or are new advertisers.

FULL PAGE
LIVE AREA: 7 x 9.5
TRIM SIZE: 8 x 10.5
BLEED AD: 8.25 x 10.75

VCA: \$3,750
PREFERRED POSITIONS
BACK COVER: \$5,535
INSIDE COVERS: \$4,350

NON-MEMBER: \$4,310
PREFERRED POSITIONS
BACK COVER: \$6,805
INSIDE COVERS: \$5,225

1/12 PAGE
 2.25 x 2.25
 VCA: \$600
 NON-MEMBER: \$685

2/3 PAGE
 4.625 x 9.5
 VCA: \$3,140
 NON-MEMBER: \$3,605

1/2 PAGE
 7 x 4.5
 VCA: \$2,585
 NON-MEMBER: \$2,970

1/6 PAGE HORIZONTAL
 4.625 x 2.25
 VCA: \$1,060
 NON-MEMBER: \$1,220

1/6 PAGE VERTICAL
 2.25 x 4.625
 VCA: \$1,060
 NON-MEMBER: \$1,220

1/3 PAGE
 4.625 x 4.625
 VCA: \$2,010
 NON-MEMBER: \$2,335

1/4 PAGE 7 x 2.25
 VCA: \$1,525
 NON-MEMBER: \$1,795

AD FILE SPECIFICATIONS AND SUBMISSION-ALL ADS ARE FULL-COLOR

The 2018 *Vermont Campground Guide* is being produced using Adobe InDesign CS5.5 for MAC. Other applications, such as Microsoft Publisher, Powerpoint, or Word are not acceptable for high end print output.

- Trim Size for the *Vermont Campground Guide* is 8" x 10.5." If your ad will bleed off the page add 1/8" on all sides beyond trim size.
- Software/formats supported (Macintosh Only): Adobe Creative Suite 5.5, Acrobat X (or lower), TIFF, EPS and PDF files.
- Media type supported: CD-ROM and DVD.
- CMYK color should be used for full-color ads.
- Photos should have a final resolution of 300 dpi and line art should have a final resolution of 1200 dpi. JPEG files from web sites will not be accepted.
- VCA will not be responsible for color errors if a color proof is not supplied.
- Ads can be submitted on non-returnable CD/DVD (formatted for MAC or MAC/PC Hybrid) or sent via email.

Direct production questions and send all advertising materials to:

Laura Parette Design

109 Mansion Hollow Road, Waterbury Center, VT 05677 • 802.233.0576 or laura@lauraparette.com

Need help getting your ad designed?

Simply provide photos, logos and copy and we will work with you to produce your full-color ad. A print ready PDF will be supplied to you for use in other publications. Below are estimated costs for design work. You will be invoiced separately for design costs by VCA.

- Full page **\$80**
- 1/2 page **\$60**
- 1/3 page **\$40**
- 1/4 page **\$40**
- 1/6 page **\$40**
- 1/12 page **\$25**

DIRECT ALL SALES AND CONTRACT QUESTIONS TO: Deb Carbin • 802-885-1362 • deb@campvermont.com

2018 ADVERTISING INSERTION ORDER

DIRECT ALL SALES AND CONTRACT QUESTIONS TO: Deb Carbin • 802-885-1362 • deb@campvermont.com

RETURN THIS COMPLETED AND SIGNED INSERTION ORDER WITH A CHECK FOR FULL PAYMENT TO:
Vermont Campground Association, 32 Main Street #368, Montpelier, VT 05602
Make a copy for your records before sending to VCA

REGION: NORTHERN VT CENTRAL VT SOUTHERN VT VCA MEMBER NON-MEMBER NON-PROFIT OR STATE AGENCY

CAMPGROUND OR BUSINESS NAME _____

CONTACT _____

PHYSICAL ADDRESS _____

MAILING ADDRESS (IF DIFFERENT FROM ABOVE) _____

TOWN _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

WEBSITE _____

SIGNATURE _____ DATE _____

RERUN 2016 AD WITH NO CHANGES

RERUN 2016 AD WITH THE FOLLOWING CHANGES: _____

NEW AD FOR 2017 TO COME BY OCTOBER 10

I NEED ASSISTANCE GETTING MY AD DESIGNED (SEE FRONT FOR DESIGN ESTIMATES AND HOW TO PROVIDE INFORMATION)

	VCA MEMBER	NON-MEMBER
AD SIZE: <input type="checkbox"/> FULL PAGE	\$3,750	\$4,310
<input type="checkbox"/> FULL PAGE BACK COVER	\$5,535	\$6,805
<input type="checkbox"/> FULL PAGE INSIDE COVER(S)	\$4,350	\$5,225
<input type="checkbox"/> 2/3 PAGE	\$3,140	\$3,605
<input type="checkbox"/> 1/2 PAGE	\$2,585	\$2,970
<input type="checkbox"/> 1/3 PAGE	\$2,010	\$2,335
<input type="checkbox"/> 1/4 PAGE	\$1,525	\$1,795
<input type="checkbox"/> 1/6 PAGE VERTICAL	\$1,060	\$1,220
<input type="checkbox"/> 1/6 PAGE HORIZONTAL	\$1,060	\$1,220
<input type="checkbox"/> 1/12 PAGE	\$600	\$685

Ad cost: \$ _____

Discount options (10% max):

5% Early Bird by 8/8/17: \$ _____

5% Size Increase: \$ _____

10% New Advertiser: \$ _____

10% Non-Profit: \$ _____

Total discounts: \$ _____

Ad total with discounts: \$ _____

NOTE: All financial obligations must be paid in full no later than September 15, 2017.