

# Display advertising



## RATE CARD & MECHANICAL REQUIREMENTS

- We strongly prefer ads to be supplied by the customer and built to the exact dimensions specified here.
- High-resolution, press-ready PDFs accepted with fonts embedded or outlined. All files must have a minimum of 300 ppi at final image size.
- More than one copy or image change will be charged @\$25 per change.
- Design and production services available and billed at an hourly rate.
- Artspace and Resource Listing ads are produced by SO Vermont Arts & Living to conform with the section's format. Please submit requested information with high-resolution photographs (300 ppi at size of reproduction) as TIFF or JPEG.

| Size             | Bleed options             | Orientation options | Dimensions of your ad |                      | Position options | Price*  |
|------------------|---------------------------|---------------------|-----------------------|----------------------|------------------|---------|
|                  |                           |                     | Add 1/8 in. bleed     | Final ad size (trim) |                  |         |
| Full page        | Bleed                     | Vertical            | 9.25 in. x 11.125 in. | 9 in. x 10.875 in.   | Back cover       | \$1,500 |
|                  | No bleed                  | Vertical            | 8 in. x 10 in.        |                      | Inside covers    | \$1,300 |
| 1/2 page         | No bleed                  | Horizontal          | 7.46 in. x 4.92 in.   |                      | Page 1           | \$1,100 |
|                  |                           | Vertical            | 4.92 in. x 7.46 in.   |                      |                  |         |
| 1/3 page         | No bleed                  | Vertical            | 2.38 in. x 10 in.     |                      | Interior         | \$999   |
|                  |                           | Horizontal          | 7.46 in. x 3.11 in.   |                      |                  |         |
|                  |                           | Square              | 4.92 in. x 4.92 in.   |                      |                  |         |
| 1/6 page         | No bleed                  | Vertical            | 2.38 in. x 4.92 in.   |                      | Interior         | \$600   |
|                  |                           | Horizontal          | 4.92 in. x 2.38 in.   |                      |                  |         |
| 1/12 page        | No bleed                  | Square              | 2.38 in. x 2.38 in.   |                      | Interior         | \$425   |
| Resource Listing | Text (5 lines)            |                     |                       |                      |                  | \$50    |
|                  | Text (5 lines) plus photo |                     |                       |                      |                  | \$75    |
| Artspace         | Text plus photo           |                     |                       |                      |                  | \$150   |

• one insertion

**Contact Lynn Barrett to reserve space: 802 258 3992, prime@svcable.net**

