



Advertising Rates 2019

SAMPLE SIZE & RATES (NET)

SIZE	1X	2X	Color
Full Page - 80"	\$1475	\$1300	+ \$200
Half Page - 40"	\$ 780	\$ 680	+ \$125
Quarter Page - 20"	\$ 440	\$ 402	+ \$100
Eighth Page - 10"	\$ 244	\$ 225	+ \$ 50

(Contract required for rates listed above)

SPECS

Digital Specs	PDF format only. Color files: CMYK Black & White: Grayscale
Halftones	300 dpi to final size
Line Art	600 dpi (including logos) to final size
Display Page	5 Columns (10.25" w x 16" h)

Display Ads Column Widths

- 1 Col = 1 7/8"
- 2 Cols = 4"
- 3 Cols = 6 1/16"
- 4 Cols = 8 1/8"
- 5 Cols = 10 1/4"

Modular quarter pg ad =
5" wide x 7.875" high

WEB Ads on Home Page

340,000
annual
unique visits

Button Ads

170 x 170 pixels
\$380 / annual contract

FYI

Circulation	10,000
Readers	24,000 (industry standard = 2.6 readers per issue)
Content	News, Features, Arts & Entertainment from a Woman's Perspective
Published Seasonally	Published Bi-Annually: Spring/Summer, Fall/Winter
Terms	Rates are NET. Due 30 Days from billing (1.5% on balances after 30 days)
Short Rate	Applied for unfulfilled contracts
Inserts	\$45 per thousand – single sheet \$60 " " – up to 8 pages \$73 " " – 9 to 24 pages
Color	4/C \$200/full page; \$125/half; \$100 other
Premium Placement	Back page / Inside Front or Back Earned rate plus 20% - printed on premium stock
Guaranteed Position	Earned rate plus 20%
Space Reservation	9 business days prior to publication
Ad Deadlines	Existing Digital Ads: 8 business days prior to publication New Ads (to be built by VW): 10 business days prior to publication

VERMONT WOMAN MEDIA

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