

Okemo Valley

MAGAZINE

Okemo Valley Magazine showcases all that the valley and southern-central Vermont has to offer. The magazine explores the region's natural beauty, seasonal activities, local history and subjects of human interest through professional prose, photography and appealing design. A full-color, full-sized magazine, it serves the visitor, second homeowner, and local resident alike.

CIRCULATION - TWO ISSUES

Winter Issue (40,000 copies)

Distributed in response to visitor inquiries throughout the season. Delivered to high traffic locations in south-central Vermont, key interstate visitor centers along 1-91, 1-89, Rt. 4 and other high-traffic locations in southern New England, widely distributed through member locations in and around Okemo Valley.

Summer Issue (35,000 copies)

Distributed in response to visitor inquiries throughout the season. Delivered to high traffic locations in south-central Vermont, key interstate visitor centers along 1-91, 1-89, Rt. 4 and other high-traffic locations in southern New England, widely distributed through member locations in and around Okemo Valley.

Okemo Valley Magazine is also available for viewing online throughout the season at yourplaceinvermont.com.

AD DEADLINES & PUBLICATION DATES

Winter 2019-2020 Issue:

Space Reservation Deadline..... August 2, 2019
 Completed Ad Materials Deadline..... August 30, 2019
 Publication Date..... October 10, 2019

Due to the high demand for placement in both issues, advertising is subject to space availability and will not be reserved without a signed insertion order.

Summer 2020 Issue:*

Space Reservation Deadline.....March 9, 2020
 Completed Ads Deadline..... April 6, 2020
 Publication Date..... May 12, 2020

*Subject to change

Send completed ads to: pws.harvestmoon@gmail.com

PAYMENTS & COMMISSIONS

- 50% due with insertion order to reserve space.
- Make check payable to Okemo Valley Regional Chamber Commerce.
 Send to OVRCC at 57 Pond Street, Suite 8, P.O. Box 333, Ludlow, VT 05149
 OR place on Credit Card by calling OVRCC at 228- 5830 or supplying completed form
- Email signed insertion order to dwkish@comcast.net
- DEPOSIT AND INSERTION ORDER MUST BE RECEIVED BY DUE DATE TO RESERVE SPACE
- Full payment due upon receipt of published magazine. Publisher may require advanced payment. Agency commission is 15% of gross to recognized full-service agencies (in-house agencies do not qualify). Multi-insertion and agency discounts will be forfeited if bills are not paid within 30-day net period. Service charge on unpaid balances is 1.5% per month. No new advertising will be accepted on accounts with prior balances.

STEP 1 - CHECK BOX FOR AD SIZE

	Width (inches)	Height (inches)
<input type="checkbox"/> Full Page (non-bleed ad)	7	10
<input type="checkbox"/> Full Page (full-bleed ad)	8-3/8	10-7/8
<input type="checkbox"/> 2/3 Page Vertical	4-5/8	10
<input type="checkbox"/> 1/2 Page Horizontal	7	4-7/8
<input type="checkbox"/> 1/2 Page Vertical	4-5/8	7-3/8
<input type="checkbox"/> 1/3 Page Square	4-5/8	4-7/8
<input type="checkbox"/> 1/3 Page Vertical	2-1/4	10
<input type="checkbox"/> 1/6 Page Horizontal	4-5/8	2-3/8
<input type="checkbox"/> 1/6 Page Vertical	2-1/4	4-7/8
Final publication trim size	8-3/8	10-7/8
Full page size with bleed	8-5/8	11-1/8

STEP 2 - CHECK BOX FOR AD PLACEMENT

Ad Size:	Winter 2019/20	Summer 2020	2X Rate*
Back Cover	<input type="checkbox"/> \$ 3,700	<input type="checkbox"/> \$ 3,300	<input type="checkbox"/> \$ 3,150
Inside Covers	<input type="checkbox"/> \$ 3,100	<input type="checkbox"/> \$ 2,750	<input type="checkbox"/> \$ 2,633
Full Page	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 2,200	<input type="checkbox"/> \$ 2,115
2/3 Page	<input type="checkbox"/> \$ 1,900	<input type="checkbox"/> \$ 1,650	<input type="checkbox"/> \$ 1,598
1/2 Page	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,490	<input type="checkbox"/> \$ 1,436
1/3 Page	<input type="checkbox"/> \$ 1,100	<input type="checkbox"/> \$ 990	<input type="checkbox"/> \$ 941
1/6 Page	<input type="checkbox"/> \$ 750	<input type="checkbox"/> \$ 660	<input type="checkbox"/> \$ 635

*2x rate includes Summer and Winter issues - Billed Separately

All rates are based on full-color ads. There are no additional charges for color and no discounts for single-color ads or black and-white ads with spot color. 2X Rate is per issue and applies when both issues are contracted consecutively. Preferred position rate is listed rate plus 20%. Any additional production charges for ads that do not conform to publication specs will be charged to the advertiser at prevailing rates.

STEP 3 - CHECK MATERIALS BOX

Pick Up Previous Winter Ad _____ Pick Up Previous Summer Ad _____ New Materials
 Please note: Okemo Valley Magazine can not make edits to ads that appeared in previous magazines.

STEP 4 - SUBMIT INSERTION ORDER TO

Send to: dwkish@comcast.net

Company _____ Contact _____
 Address _____
 City _____ State _____ Zip _____
 Business Phone _____ Email _____

All advertising is subject to the publisher's acceptance. Rates are subject to change. Publisher reserves the right to reject any and all advertising. The advertiser hereby agrees to indemnify, protect, and hold the publisher harmless from loss and/or expense due to claims based upon the content of the advertisement. The undersigned personally guarantees full payment of advertising fees.

Authorized Signature _____ Date _____