



The Valley Reporter  
**Advertising Media Kit**

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**The Valley Reporter**  
P.O. Box 119 • Waitsfield, VT 05673





The Valley Reporter is a weekly newspaper, website, and newsletter serving the Mad River Valley region of Vermont, including the towns of Duxbury, Fayston, Moretown, Waitsfield, and Warren.

Founded in 1971, The Valley Reporter is located in Waitsfield, Vermont and is owned by Publisher Patricia Clark and Editor Lisa Loomis.

**CONTACT / QUESTIONS**  
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Call 802-496-3928

### **Our Print/e-Sub Edition has**

- 2000 print copies distributed weekly via the USPS and 20 drop locations throughout the Mad River Valley, Waterbury, Roxbury, and Middlesex.
- In addition to print issues, over 500 electronic issues are sent weekly.

### **Our Website has** (January 2022 numbers)

- 22,600 average monthly visitors
- 43,518 Pageviews, 36,582 Unique Pageviews
- 48.5% Mobile, 47% Desktop, 4.5% Tablet

### **We also have** (as of December 2021)

- 610 weekly opt-in newsletter subscribers.
- 5,292 Facebook followers
- 1,422 Twitter followers
- 1,818 Instagram followers

# Advertising Rates

Prices in chart are per week based on the number of weeks with a signed contract.

Valley Reporter-Black & White Advertising Rates										
Open Rate	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
1	\$46	\$69	\$92	\$119	\$183	\$238	\$355	\$472	\$533	\$711
Multi-Week Contract Rates	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
6	\$42	\$62	\$82	\$109	\$165	\$215	\$320	\$425	\$480	\$640
12	\$39	\$59	\$79	\$102	\$156	\$203	\$302	\$402	\$453	\$605
24	\$37	\$55	\$74	\$96	\$147	\$190	\$284	\$378	\$427	\$569
52	\$34.50	\$52	\$69	\$90	\$138	\$179	\$267	\$354	\$400	\$533

Valley Reporter-Color Advertising Rates										
Open Rate	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
1	\$62	\$93	\$124	\$169	\$233	\$288	\$405	\$522	\$583	\$761
Multi-Week Contract Rates	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
6	\$58	\$86	\$114	\$159	\$215	\$265	\$370	\$475	\$530	\$690
12	\$55	\$83	\$111	\$152	\$206	\$253	\$352	\$452	\$503	\$655
24	\$53	\$79	\$106	\$146	\$197	\$240	\$334	\$428	\$477	\$619
52	\$50.50	\$76	\$101	\$140	\$188	\$229	\$317	\$404	\$450	\$583

Not-For-Profit Rates available, please inquire.

# Advertising Sizes

JANUARY 4, 2024

THE VALLEY REPORTER

7

## Golden personalities is focus of Golden Huggs Rescue



Above: Oliver, is a yellow lab mix puppy. He is 20 weeks old, weighs 15 pounds and will likely grow to 25-30 pounds. Oliver requires a fenced yard and someone to spend time walking, playing fetch, and doing all of the fun things that a little Labrador would love to do. Right: Tessa is a 66-pound purebred golden retriever that will be celebrating her third birthday in March. She loves the snow and her outside adventure time. Tessa is still learning to trust people.



By Lisa Loomis  
Briette Ritchie, Watfield, founded Golden Huggs Rescue in 2017 but she'd been working on rescuing golden retrievers, and dogs with retriever personalities well before that. Ritchie was diagnosed with cancer 21 years ago and while undergoing treatment, had a co-worker who had a five-organ transplant.

That co-worker came to start by rescuing golden retrievers in kill shelters," Ritchie recalled. She now has a team of volunteers working with her on rescuing, spread all over New England. "I've learned the hard way that some of the people you work with in the South are not always talking the talk

She and her team spend a lot of time and energy finding the right homes for each dog's personality and needs. "When we bring dogs north, we try to get their bios and descriptions correct so that people understand the dog's needs. When people want to adopt, they get the chance to have a pajama party. They apply, we interview them and do an in-home visit. If we agree it will be a good fit, they get to take the dog from its foster-home for a week to see how it goes. If they need another week to be sure, that's

fine," she said. She and her team members try to set realistic expectations for adopters and do not place puppies with people who are away from their homes all day. They require back yards to be fenced-in for some dogs and they do not adopt dogs to people under 25 years old and to people with

The snow is back. And so are your friends at Chez Henri

### 1/8 page

Preferred Placement

Make your holiday reservations now

The Parisian Bistrot in Sugarbush Village

**Chez Henri** 583-2600  
www.chezhenri.com

### Whitney Tree Service, LLC

### 1/16 page

405-997-7000

Adam Whitney, ISA - Certified Arborist  
www.WhitneyTreeService.com

BARRIE FISHER PHOTO

### 1/12 page

Asheville Country Store

PCS PIZZA HUT

### 1/8 page

496-5400

Non-Ethanol 91oct gas At Pumps 5 & 6 (Red Nozzles)

Mobil Express Mobil Rewards Reg 07 oct. Special 09 oct. Super 93 oct. & Low Sulphur Diesel

**FULL PAGE**  
10.25" x 13.75"

**THREE-QUARTER**  
10.25" X 10.05"

**TWO THIRDS**  
10.25" X 9.2"

**HALF PAGE**  
10.25" X 6.8"  
5" X 13.75"

**THIRD PAGE**  
10.25" x 4.5"  
8.167" X 5.75"  
6.083" X 7.75"

**QUARTER PAGE**  
10.25" x 3.25"  
8.167" X 4.25"  
6.083" X 5.75"  
4" X 8.5"

**SIXTH**  
6.083" X 3.5"  
5" X 4"  
4" X 5"  
1.917" X 10"

**EIGHTH PAGE**  
4" X 4"  
1.917" X 8"

**TWELFTH**  
4" x 3"

**SIXTEENTH**  
4" x 2"  
1.917" x 4"

JANUARY 11, 2024

THE VALLEY REPORTER

Lawson's Finest Liquids

UPCOMING TAPROOM EVENTS

ROW 34  
STEVEN POP-UP  
SATURDAY, JANUARY 6  
12pm - SOLD OUT

BEACH PARTY  
THURSDAY, JAN 10 - 7pm  
1200 N. WINDY LA  
SOUTH WINDY, VA

BACLETTE NIGHT  
WINTER WEDNESDAYS  
4pm - 7pm

Fresh Catch  
Thursdays  
at NEWBOSTON CAFE & BAR  
4pm - 8pm

LAWSONSFINEST.COM

### 1/4 page

productthink.com

### 1/16 page

ProductTT.com  
www.ProductThink.com

Fine Art Prints  
From Fayston Artist Sue Leppia

### 1/12 page

28 Elmwood Street, Waterbury, VT or email: susanleppia@earthlink.net

WE'RE HIRING COMMUNITY BANKERS!

NSBVT.com/careers

We are committed to providing a workplace with an environment that promotes work/life balance at NSBVT.

MINIMUM REQUIREMENTS:

- High School Diploma/GED or equivalent
- Proven customer service experience
- Customer service skills
- Must be at least 18

PREferred REQUIREMENTS:

- Business management skills
- Professional banking or retail

APPLY TO JOIN TEAM NSB AT  
NSBVT.COM/CAREERS

Northfield Savings Bank. Founded in 1895 one of the largest banks headquartered in Vermont.

Northfield  
BUILDERS • MAKERS • BIKERS

CASTLEROCK PUB

\$5 Draft Specials

MONDAYS 5 - 8 PM  
+ \$1 Wings

TUESDAYS 5 - 8 PM  
\$5 SugarBush Light Drafts  
+ 1/2 Price Burgers

Only at Castlerock Pub  
Draft specials offered during open hours.

UGARUSH Light

# MARKET PROFILE

## FAYSTON

Population: 1337  
Median Age: 45  
High School Degree: 96.9%  
College Degree: 51.7%  
Graduate Degree: 13.1%  
Median Home Value: \$330,899  
Median Household Income: \$83,307

## MORETOWN

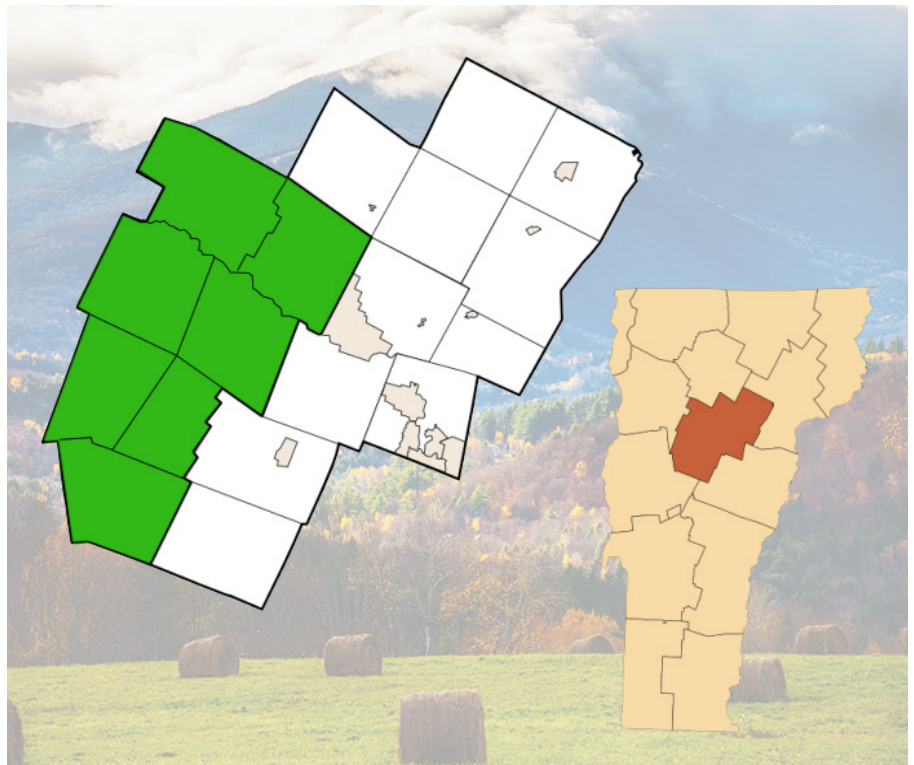
Population: 1658  
Median Age: 44.3  
High School Degree: 90.6%  
College Degree: 33.8%  
Graduate Degree: 13.4%  
Median Home Value: \$267,061  
Median Income: \$74,392

## WAITSFIELD

Population: 1719  
Median Age: 45.9  
High School Degree: 93.4%  
College Degree: 46.2%  
Graduate Degree: 15.2%  
Median Home Value: \$348,571  
Median Income: \$71,007

## WARREN

Population: 1705  
Median Age: 45.2  
High School Degree: 92.2%  
College Degree: 44.9%  
Graduate Degree: 14.1%  
Median Home Value: \$334,213  
Median Income: \$73,906



## DUXBURY

Population: 1337  
Median Age: 42  
High School Degree: 88%  
College Degree: 33.1%  
Graduate Degree: 10.9%  
Median Home Value: \$242,984  
Median Income: \$74,752

## MIDDLESEX

Population: 1731  
Median Age: 44.3  
High School Degree: 90.9%  
College Degree: 41.6%  
Graduate Degree: 16.8%  
Median Home Value: \$257,563  
Median Income: \$80,648

## WATERBURY

Population: 1801  
Median Age: 34.7  
High School Degree: 94.7%  
College Degree: 46.1%  
Graduate Degree: 19.4%  
Median Home Value: \$263,208  
Median Income: \$66,431

source: city-data.com

# AWARD WINNING

In our 50+ years of service **The Valley Reporter** has won multiple awards for local news coverage and for advertising, marketing, and design from **NNA & NENPA**. The Valley Reporter has also received awards and accolades from the **United Way** and **Rotary**.







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## WEB ADVERTISING

All ads are unlimited impressions.

Ads can be purchased by week, month, or year and linked with an URL of your choice.

### Options

**Home/Story Page Top:** 728 x 90px Leaderboard, top of every page

**Cost: \$125/mo. or \$50/wk.**

### Home Page Category

728 X 90px or 300 x 250px placed under category headings

**Cost: \$100/mo. or \$30/wk.**

### Home Page & Story sidebar

300 X 250px. placed alongside stories and and home page.

**Cost: \$100/mo. or \$30/wk.**

## NEWSLETTER ADVERTISING

### Story Inline

Placed in Tuesday & Thursday newsletters

**600px wide business card**

**Cost: \$40/wk. stand alone or \$20/wk with ad in-paper**

We can take a business card display ad from the paper (print) and jpeg it to fit newsletter specs.

Ads larger than business card size can be purchased for an additional fee based on size.

# **DISPLAY ADVERTISING DESIGN**

PDF at 300 dpi with all fonts embedded is the preferred ad type.  
We can accommodate high-resolution jpeg and tiff.

The Valley Reporter provides free display advertising design and layout as part of the advertising cost. Please allow appropriate time for the design and proofing process.



## COMBINATION ADVERTISING OPTIONS ADVERTORIAL & SOCIAL MEDIA COMBO

**Full-Page**, color advertorial: **\$761**

**1/2-Page**, color advertorial: **\$405**

**Includes:** Full or Half-Page advertorial printed in the paper and appearing online at **valleyreporter.com** and 4-Social Media Boosts on all The Valley Reporter socials (Facebook, Twitter, & Instagram)

**Additional** social media boosts can be purchased **\$100/4-boosts**

**ADD-ON:** Website ad (728 X 90px or 300 X 250px) to your Advertorial Combo for just **\$90/mo.** run of site or **\$110/mo** In-Story.