

**RATE CARD NO. 67
EFFECTIVE
FEBRUARY 1, 2018**

ADDRESS

The Valley Reporter
5222 Main Street
P.O. Box 119
Waitsfield, VT 05673

PHONE

802-496-3928

FAX

802-496-4703

EMAIL

Display Advertising:

ads@valleyreporter.com

Classified ads

classifiedads@valleyreporter.com

News

news@valleyreporter.com

Subscriptions

subscriptions@valleyreporter.com

SALES STAFF

Jeff Knight

WEBSITE

www.valleyreporter.com

**FOR MORE INFORMATION
CONTACT YOUR SALES
REPRESENTATIVE AT
802-496-3928 or
ads@valleyreporter.com**

CIRCULATION

The Valley Reporter is an independent weekly newspaper published every Thursday morning, 52 times a year, serving Warren, Waitsfield, Fayston, Moretown and Duxbury. The Valley Reporter is also the hometown newspaper for the Sugarbush and Mad River Glen resort areas. The Valley Reporter is a paid circulation newspaper, audited by the U.S. Postal Service and carrying a periodicals permit. Circulation is 3,200. The Valley Reporter is available by mailed subscription, online, or at numerous newsstands throughout the Mad River Valley, Middlesex and Waterbury.

NEWSPAPER GROUP ADVERTISING

Valley Reporter • Stowe Reporter • Waterbury Record • News & Citizen

- Total circulation 25,700.
- Run the same ad in two or three or all four newspapers and save.
- Advertiser deals with one sales rep, receives one bill.

Burlington Area Newspaper Group (BANG)

The Valley Reporter, Stowe Reporter, Waterbury Record, News & Citizen, Shelburne News, Williston Observer, The Citizen (Hinesburg/Charlotte), and The South Burlington Other Paper

- Total circulation 53,150.
- Minimum run: 3 papers.
- Contact your sales rep for rates and more information.

DEADLINES

- All display advertising, Friday at 5 p.m.
- Classified advertising, Tuesday by Noon.
- Deadlines may change for special holiday editions.
- Camera ready (PDF), Monday by Noon.
- Editorial submissions, Monday at 5 p.m.

DISCOUNTS

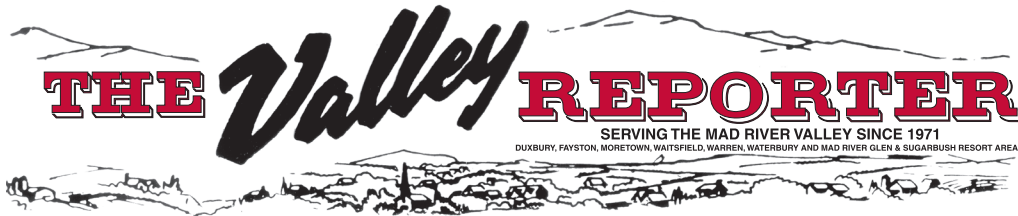
- A 15% commission granted to bona fide advertising agencies for camera ready advertising submitted in PDF or TIFF format. Advertising agencies assume all financial responsibilities for advertising ordered, contracted and placed.
- Normal billing at "earned rate." Billing on contractual "end rate" subject to short rate penalties.
- All advertising payable within 30 days. Thirty-day past due accounts may revert back to open rate and are subject to service charge of 1.5 percent per month.
- Accounts over 90 days past due will revert to a pay-as-you-go plus 10% of balance in arrears.
- Collection or legal costs will be borne by the advertiser.

ADVERTISING RATES / DISPLAY ADVERTISING

Inches	VR only	VR/SR	VR/WR	VR/SR/WR	VR/SR/WR/NC
1-120 Open	\$8.72	\$15.62	\$14.18	\$22.38	\$31.94

COLOR

The Valley Reporter: \$50/ad/week (10 column inches and larger); \$4/col.in. (Under 10 column inches.) Stowe Reporter, The Waterbury Record and News & Citizen: \$75/ad/week.



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CLASSIFIED LINE ADS

- All classified ads to be paid before publication.
- 40¢ per word – minimum \$6.00
- Boxed classifieds, 50¢ per word – minimum \$7.50
- Classified ads requested for 3 or 4 weeks receive 10% discount
- Classified ads requested for 5 weeks receive 6th week free
- No changes to ads receiving discounts
- No refunds on cancelled ads
- Combination rates available with The Waterbury Record, Stowe Reporter and News & Citizen.
- 12 point headline, \$2 per line.
- Blind box ad, additional \$5

BUSINESS LISTINGS

- Categorized listing of area businesses
- Run year round in 8 and 18 week blocks
- Listing includes 30-word description

(additional words \$0.03/wd/wk)

ADDITIONAL RATE INFORMATION

- **The Valley Reporter does not charge for in-house ad design.** Up to two proofs are provided at no charge. Subsequent changes will be billed at \$35/hour.
- **Preferred location**, when available, is an additional 25%.

GENERAL POLICY

- All advertising copy, as well as editorial, news, bulletins, press releases, letters, photos, etc., are subject to review/approval and right of refusal by the Editor/Publisher.
- Creation of display advertising for Valley Reporter clients remains the property of The Valley Reporter and is not released for reproduction until it has been published in The Valley Reporter.
- Copies of digital files or hard copies of all advertising created by The Valley Reporter for reproduction in other publications must be authorized by the client. A \$15 charge will be billed to all agencies or publications requesting the file.
- Political advertising is accepted at the open rate. Political advertising must be paid for before publication. Political advertising must be identified as such and contain the name and address of the sponsoring party or parties in each ad.
- The publisher assumes no financial responsibility for any errors in ads but, if at fault, will reprint that part of an ad in which the error occurred. The advertiser is responsible for checking the published ad and reporting any error before the next issue. The Valley Reporter is not responsible for more than one incorrect insertion.
- The Valley Reporter will not knowingly accept or publish material that is in violation of the law. Advertiser and/or agency who places such an advertisement by doing so agrees to assume liability for all contents of all advertisements printed as well as any claim arising from there made against The Valley Reporter.

INSERTS

- Inserts and/or supplements accepted
- Inserts to be approved by publisher
- Advertiser to supply inserts
- No discount for series of inserts
- Rates based on weight:

0-0.5 oz.	\$80/1,000;
0.6-1.0 oz.	\$90/1,000;
1.1-2 oz.	\$100/1,000
- Not agency commissionable
- \$50 folding charge (must fit 8.5" x 11")

WEB PAGE ADVERTISING

- All classified ads run on our web page at www.valleyreporter.com
- Web Display Advertising:
\$100/ month per ad
(unlimited insertions)

Front Page Banner

\$225 – 5 cols X 1 1/2 inches
Page 1 bottom

The Valley Reporter

DISPLAY AD RATES 2018

Sample Ad Sizes (not to scale) & Cost for black & white (Color available on limited pages)

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Rates:

Open Rate is \$8.72 per column inch

Combination advertising is offered in The Valley Reporter (VR), The Stowe Reporter (SR), The Waterbury Record (WR) and News & Citizen (NC)

VR: \$8.72/ col. in

VR/WR: \$14.18/ col. in

VR/SR: \$15.62/ col. in

VR/SR/WR: \$22.38/ col. in

VR/SR/WR/NC: \$31.94

COLOR

Valley: \$4/col. in. up to 9.75 col.in.
\$50/ad/wk 10col.in. and larger.

SR: \$75/ad/wk.

WR: \$75/ad/wk.

PREFERRED

Preferred placement based on availability for an additional 25%.

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Size 1col x2" 2col in.

Physical Dimensions
2"x2"

VR: \$17.44

VR/WR: \$28.36

VR/SR: \$31.24

VR/SR/WR: \$44.76

VR/SR/WR/NC: \$63.88

Size 2col x2" - 4col in.

Physical Dimensions
4"x2" 1"x4"

VR: \$34.88

VR/WR: \$56.72

VR/SR: \$62.48

VR/SR/WR: \$89.52

VR/SR/WR/NC: \$172.76

Size 2col x1.5" - 3col in.

Physical
4"x1.5"

VR: \$26.16

VR/WR: \$42.54

VR/SR: \$46.86

VR/SR/WR: \$67.14

VR/SR/WR/NC: \$95.82

Size 2col x3" - 6col in.

Physical:
4"x3" - OR
2"x6" - OR
6"x2"

VR: \$52.32

VR/WR: \$85.08

VR/SR: \$93.72

VR/SR/WR: \$134.28

VR/SR/WR/NC: \$191.64

Size 2col x4" - 8col in.

Physical:
4"x4" - OR
2"x8" - OR
8"x2"

VR: \$69.76

VR/WR: \$113.44

VR/SR: \$124.96

VR/SR/WR: \$179.04

VR/SR/WR/NC: \$255.52

OTHER SIZES:

FULL PAGE 5col x 15.5"

Physical Dimensions
10.25"x15.5"

VR: \$675.80

VR/WR: \$1098.95

VR/SR: \$1210.55

VR/SR/WR: CALL FOR DETAILS

HALF PAGE 5col x 7.75"

Physical Dimensions
10.25"x7.75"

VR: \$337.90

VR/WR: \$549.48

VR/SR: \$605.28

VR/SR/WR: CALL FOR DETAILS

QUARTER PAGE 4col x 5"

Physical:
8"x5" - OR
4"x10"

VR: \$174.40

VR/WR: \$283.60

VR/SR: \$312.40

VR/SR/WR: CALL FOR DETAILS

EIGHTH PAGE 2col x 5"

Physical:
4" x 5"
2" x 10"

VR: \$87.20

VR/WR: \$141.80

VR/SR: \$156.20

VR/SR/WR/NC: BILLED THROUGH
BANG, CALL FOR DETAILS