

AD RATES

ADDISON COUNTY INDEPENDENT

VERMONT'S TWICE WEEKLY NEWS SOURCE

Addison County is a vibrant, growing community located between Vermont's two largest cities, Burlington to the north and Rutland to the south. The county boasts a stable and diverse economic base made up primarily of tourism, agriculture, education, healthcare and light industry.

The Addison Independent is a family-owned newspaper that has worked to provide dependable news to the 23 towns of Addison County since 1946. We have the highest paid circulation of any publication in the county with a twice-weekly paper that comes out Mondays and Thursdays each week. With an average print circulation of 8,000 and a strong digital following, we estimate that we reach over 40,000 readers each week with our community news and advertising for area businesses.

OPEN RATE per column inch \$11

NONPROFIT RATE per column inch \$9

MULTIPLE RUN RATE

25% discount on rerun in consecutive issues

15% discount on rerun in non-consecutive issues

COLOR RATE

\$50 - \$100 depending on size of ad

WEB ADVERTISING

Reach our 30K visitors to the county's most popular website with monthly rates ranging from \$79-\$189. Refer to reverse for mechanical measurements.

CLASSIFIED RATE

Word Ads are \$.25 per word. Minimum of \$2.50 per ad. Minimum two insertions. A surcharge of \$2 for a listing on the addisonindependent.com website is added automatically for up to 4 issues, plus \$.50 for each additional issue.

Classified... 4 for the price of 3

Publish 3 consecutive issues and get the 4th free. Valid for all categories EXCEPT Attn: Farmers, For Rent, Help Wanted, Opportunities, Real Estate, Services, Wood Heat.

Optional Spotlight \$1 per issue

CLASSIFIED DISPLAY/ HELP WANTED AD

\$12.50 per column inch with optional placement on our award-winning website.

SPECIAL SERVICES & CHARGES

Ad Design free service when ad is purchased

Guaranteed Placement Charge 15% over the ad cost

SPECIAL CLASSIFICATION RATE

Legal Advertising rate \$7.75/column inch

Legal Advertising agenda rate \$5.50/ column inch

COMMISSION & TERMS OF PAYMENT

15% Commission to recognized advertising agencies for camera-ready copy if paid within 30 days of invoice date. Not applicable for Classified Display.

Terms of Payment Net 30 days. 1.5% interest per month on balance after 30 days. Minimum monthly charge of \$.50. New advertisers must supply credit references or cash with order at publisher's option.

5% discount for payment in advance. (Credit card payments not eligible for discount). Cash, check, Amex, Mastercard or Visa accepted.

LOOKING FOR EXPANDED COVERAGE?

Discounted rates available through our affiliation with the *Brandon Reporter & Mountain Times* in Rutland County and the Champlain Valley Newspaper Group.*

*CVNG includes the *Colchester Sun, Essex Reporter, Milton Independent & St. Albans Messenger.*

CONTACT US

EDITOR/PUBLISHER: **Angelo Lynn**
angelo@addisonindependent.com

SALES MANAGER/ASSOCIATE PUBLISHER:
Christy Lynn
christy@addisonindependent.com

PRODUCTION MANAGER: **Susan Leggett**
ads@addisonindependent.com

AD SIZES

ADDISON COUNTY INDEPENDENT

PRINT

MECHANICAL MEASUREMENTS

STANDARD COLUMN WIDTH

- 1 column..... 2.06 inches
- 2 column..... 4.24 inches
- 3 column..... 6.37 inches
- 4 column..... 8.62 inches
- 5 column..... 10.75 inches
- 6 column..... 13 inches

CLASSIFIED COLUMN WIDTH

- 1 column..... 1.34 inches
- 2 column..... 2.75 inches
- 3 column..... 4.25 inches
- 4 column..... 5.62 inches
- 5 column..... 7.12 inches
- 6 column..... 8.50 inches
- 7 column..... 10.00 inches
- 8 column..... 11.50 inches
- 9 column..... 13.00 inches

MONDAY – 5 columns x 13 1/4 inches

<p>10.75" (5 col) x 13.37"</p> <p>FULL</p>	<p>10.75" (5 col) x 6.62"</p> <p>1/2</p>	<p>6.37" (3 col) x 5.5"</p> <p>1/4</p>	<p>4.24" (2 col) x 4.25"</p> <p>1/8</p>
---	---	---	--

THURSDAY – 6 columns x 21 inches

<p>13" (6 col) x 21"</p> <p>FULL</p>	<p>13" (6 col) x 10.37" HOR 6.37" (3 col) x 21" VERT</p> <p>1/2</p>	<p>6.37" (3 col) x 10.37"</p> <p>1/4</p>	<p>6.37" (3 col) x 5.12"</p> <p>1/8</p>
---	--	---	--

WEB

BANNER

730 x 90 pixels
\$129/mo

LEADERBOARD

225 x 95 pixels
\$89/mo

TILE

300 x 160 pixels
\$79/mo

BIG BOX

300 x 250 pixels
\$149/mo

SUPER BOX

300 x 500 pixels
\$189/mo