



2017 Rate Card

RATES

PER COLUMN INCH

Open Rate \$17.00

YEARLY BULK

ADVERTISING CONTRACT

# COLUMN INCHES	COST
100	\$15.50
250	\$15.00
500	\$14.50
1,000	\$13.50
1,500	\$13.00
3,000	\$12.50
Non-Profit	\$11.50

COLOR RATES

Black or 1 Color \$60
 Full Process Color
 \$4 per column inch up to 63”
 \$3 per column inch up to 126”

FREQUENCY RATES

TIMES/EDITION X # OF WEEKS	COST
1T X 52.	\$13.00
2T X 52.	\$13.50
1T X 26.	\$14.50
2T X 26.	\$12.50
1T X 13.	\$15.00
2T X 13.	\$13.00
Legal Rate	\$14.00
National Rate	\$21.50

COLUMNS

- 1 Col. Inch = 2.025”
- 2 Col. Inch = 4.2195”
- 3 Col. Inch = 6.4139”
- 4 Col. Inch = 8.6083”
- 5 Col. Inch = 10.8028”
- 6 Col. Inch = 12.9972”
- Full Page Ad =
12.9972” x 21”

**ADD AN ADDITIONAL EDITION
 FOR \$5.00 PER COLUMN INCH**

CONTACT

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2017

Preprint Rates & Distribution

Preprinted inserts will be distributed on either a full run or zoned basis, by the Publisher on behalf of an advertiser, based on the size of the preprinted piece, the number of pages and the weight of the stock used.

A Surcharge May Be Imposed On:

- Larger or heavier preprinted pieces.
- Irregularly shaped preprints that require a higher postal rate or excessive manual handling.
- Final destination on pricing can only be made when a sample of the preprinted piece is reviewed by the publisher.

The preprint cannot excel 11” in depth or 11” in width. Inserts exceeding these measurements must be quarter-folded.

A surcharge will be imposed, if quarter-folding is needed but not supplied by the advertiser.

Zoned Distribution

Add \$10.00/m to any of the above rates.

Minimum 3,000 pieces.

(Lesser quantities by special prior arrangement)

The following rates pertain to preprints of not more than 48 tabloid pages, printed on newsprint.

	Open Rate	2-12T	13-25T	26-39T	40T+
Single Sheet	\$65/m	\$60/m	\$55/m	\$55/m	\$45/m
Up to 12 Tab Pgs	\$70/m	\$65/m	\$60/m	\$55/m	\$50/m
Up to 24 Tab Pgs	\$75/m	\$70/m	\$65/m	\$60/m	\$55/m
Up to 32 Tab Pgs	\$80/m	\$75/m	\$70/m	\$65/m	\$60/m
Up to 48 Tab Pgs	\$85/m	\$80/m	\$75/m	\$70/m	\$65/m

Over 48 Tab Pages please contact the newspaper for pricing.

Delivery Deadlines

Preprinted inserts must be delivered 7 days prior to scheduled insertion. Freight-prepaid, on skids, between 8AM and 4PM Monday through Friday to:

Valley News

24 Interchange Drive
West Lebanon, NH 03784

Reservations and Cancellations

Reservations and Cancellations must be made at least 8 Days prior to the scheduled date.

For More Information Contact:
Robert Miller at
publisher@vermontjournal.com