

## 2021 Rate Card

### RATES

Open Rate . . . . .	\$18.00
Nonprofit . . . . .	\$13.00
Legal Rate . . . . .	\$15.00
National Rate . . . . .	\$23.00

### COLOR RATES

Black & White . . . . .	\$18/column inch
Full Process Color . . . . .	
\$4 per column inch up to 60 column inches	
\$3 per column inch up to 120 column inches	

*ADD AN ADDITIONAL EDITION FOR \$5/COLUMN INCH*

### SUBSCRIPTION

Yearly Subscription (52 papers) . . . . .	\$95.00
---	---------

### REGULAR DISPLAY ADS

- 1 Column = 1.7361" wide
- 2 Columns = 3.6389" wide
- 3 Columns = 5.5417" wide
- 4 Columns = 7.4444" wide
- 5 Columns = 19.3472" wide
- 6 Columns = 11.25" wide

### LEGALS, AUTO, REAL ESTATE

- 1 Column = 1.4643" wide
- 2 Columns = 3.0952" wide
- 3 Columns = 4.7262" wide
- 4 Columns = 6.3571" wide
- 5 Columns = 7.9881" wide
- 6 Columns = 9.619" wide
- 7 Columns = 11.25" wide

### FREQUENCY RATES

TIMES PER EDITION x # OF WEEKS . . . . .	RATE
1T X 52W . . . . .	\$14.50
2T X 52W . . . . .	\$14.00
1T X 26W . . . . .	\$15.50
2T X 26W . . . . .	\$15.00
1T X 13W . . . . .	\$16.50
2T X 13W . . . . .	\$16.00

### YEARLY BULK ADVERTISING CONTRACT

# COLUMN INCHES . . . . .	RATE
100 . . . . .	\$16.50
250 . . . . .	\$16.00
500 . . . . .	\$15.50
1,000 . . . . .	\$14.50
1,500 . . . . .	\$14.00
3,000 . . . . .	\$13.50

### CONTACT FOR ADVERTISING

The Vermont Journal  
 PO Box 228 • Ludlow, VT 05149  
 Ph: 802-228-3600 • Fax: 802-228-3464  
[ads@VermontJournal.com](mailto:ads@VermontJournal.com)

### CONTACT FOR EDITORIAL

[editor@vermontjournal.com](mailto:editor@vermontjournal.com)