

DISPLAY ADVERTISING

Basic rate, per column inch \$15.00
 Back page rate, per column inch. \$16.00
 Color is an additional \$5 per column Inch

	BW	Color
1/8 Page (4.5")	\$67.50	\$90.00
1/4 page (9")	\$135.00	\$180.00
1/3 Page (12")	\$180.00	\$240.00
Half page (18")	\$270.00	\$360.00
Full page (36")	\$540.00	\$720.00
Full page (Back)	\$576.00	\$756.00
Centerfold (72")	\$1,080.00	\$1,440.00

Ads can be bought by the column inch in from 1" to 36".

These rates are noncommissionable. We reserve the right to reject any ads.

FREQUENCY DISCOUNTS

Monthly (4 insertions)5%
 Seasonal (16 insertions)8%
 Every other week yearly (25 insertions)8%
 Annual (51 insertions)12%
Discounts will be suspended on accounts with balances over 60 days.

Quick Pay Discount / Cash or Check Only5%

FLYERS / INSERTS

\$300 / Quantity 5,000

Maximum size of 8-1/2" x 11-1/2" (Minimum 3.5" x 5.75" though not recommended.)
 Acceptable folds - single, letter or quarterfold. Cannot contain any postal indicia.

Inserts must be scheduled well in advance. Please contact our office at least three weeks prior to the insertion date.

A copy of the insert or pdf proof will be required for preapproval. Please contact our office at 802-525-3531 for further information and delivery instructions.

CLASSIFIED AD RATES - Per week

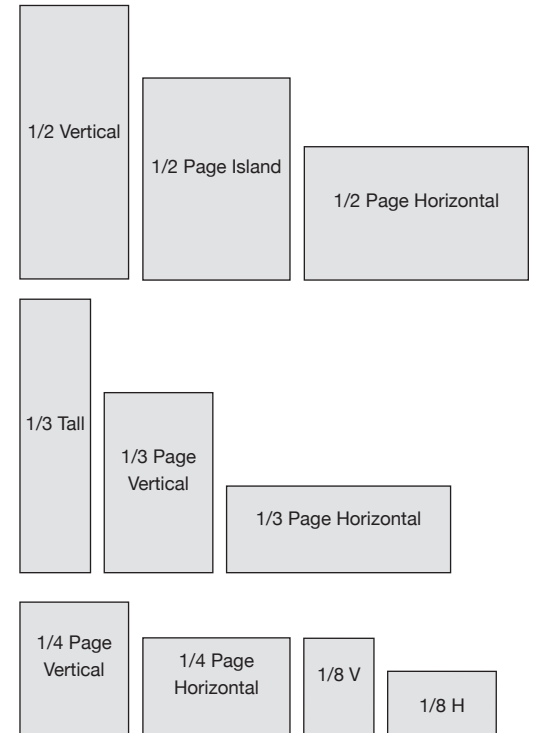
\$4 each, up to 25 words. 16¢ a word after 25 words. Prepaid cash or check.
 \$5 each if paid by credit card.
 \$3 for B/W photo/graphic.
 \$5 additional for a color picture or color background screen (green).

COLUMN WIDTHS

1 column 3.083" wide 2 columns 6.42" wide
 1-1/2 columns 4.75" wide 3 columns 9.75" wide

This is a sample of a 1-column by 1-inch space which costs \$15.00. (\$14.25 with 5% quick pay discount.)

Size	Width x Height
Full Page	9.75" x 12"
1/2 Page Horizontal	9.75" x 6"
1/2 Page Vertical	4.75" x 12"
1/2 Page Island	6.42" x 9"
1/3 Page Horizontal	9.75" x 4"
1/3 Page Vertical	4.75" x 8"
1/3 Page Tall	3.083" x 12"
1/4 Page Horizontal	6.42" x 4.5"
1/4 Page Vertical	4.75" x 6"
1/8 Page Horizontal	4.75" x 3"
1/8 Page Vertical	3.083" x 4.5"



DEADLINES

12 noon on Monday for Classified advertising.
3 p.m. on Monday for all other advertising.



2.5% handling fee added to credit card payments.