

ADVERTISE

802-388-4944
advertising@addisonindependent.com

VERMONT'S 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 weekly paper that comes out on Thursdays each week. With an average print circulation of 6,200 and strong digital following, we estimate that we reach over 30,000 readers each week with our community news and advertising for area businesses.

OPEN RATE PER COLUMN INCH **\$12**

NONPROFIT RATE PER CLOUMN INCH **\$9**

TERMS & COMMISSION

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

CONTACT US

EDITOR/PUBLISHER: ANGELO LYNN angelo@addisonindependent.com

SALES MANAGER/ASSOCIATE PUBLISHER: CHRISTY LYNN christy@addisonindependent.com

PRODUCTION MANAGER: SUSAN LEGGETT suel@addisonindependent.com

WANT MORE COVERAGE?

Discounted rates available through our affiliation with the Brandon Reporter & Mountain Times in Rutland County.

MULTIPLE RUN RATE

15% discount on rerunning the same ad

COLOR RATE

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

CLASSIFIED LINE RATE

Word Ads are 25¢ per word. Minimum \$2.50 per ad. Minimum two insertions. A surcharge of 50¢ per issue is added automatically for publication on addisonindependent.com.

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 RATE

\$15 per column inch including web placement on the highly popular **Help Wanted** page of our website

PUBLIC NOTICES RATE

General Public Notices/Legal Advertising rate.....\$9.00/column inch including placement on the **Legals** page of our website

SPECIAL SERVICES & CHARGES

Free design when ad is purchased
Guaranteed Placement Charge
15% over the ad cost

SHIP INSERTS TO: Mirabel Printing,
12 800 Brault St. Mirabel, QC J7J 1P3
CANADA

OR: Addison Independent
58 Maple Street
Middlebury, VT 05753

***Please review separate insert specifications sheet**

SIZES & SPECS

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STANDARD COLUMN WIDTHS

BROADSHEET = 20.25 IN.

6 COLUMNS = 12.5 IN.

5 COLUMNS = 9.75 IN.

4 COLUMNS = 7.77 IN.

3 COLUMNS = 5.79 IN.

2 COL = 3.81 IN.

1 = 1.83 IN.

TABLOID = 12.25 IN.

CLASSIFIED COLUMN WIDTHS

1 column	1.26 inches
2 column.....	2.67 inches
3 column.....	4.09 inches
4 column.....	5.50 inches
5 column.....	6.92 inches
6 column.....	8.33 inches
7 column.....	9.75 inches
8 column.....	11.09 inches
9 column.....	12.5 inches

For more details about our digital advertising and marketing services, please refer to the *Independent Digital Marketing Media Kit*.

ADVERTISING ADDISONINDEPENDENT.COM

As the county's most popular website, you can reach our 60k+ monthly visitors with rates ranging from \$199-\$349.

BANNER	728 x 90 px (desktop)
	300 x 90 px (mobile)
	\$199/month
BIG BOX	300 x 250 px
	\$199/month
SUPER BOX	300 x 500 px
	\$249/month
LEADERBOARD	970 x 90 px (desktop)
	300 x 90 px (mobile)
	\$349/month

EMAIL NEWSLETTERS

Deliver your ads straight to our subscriber inboxes. With three weekly newsletters delivered to over 3,700 subscribers, our 55%+ open rates will help make sure your business is seen.

BANNER	600 x 200 px
BOX	600 x 400 px

Rates range from \$25-\$75 per ad.

ADDISON COUNTY
INDEPENDENT