



*Serving and
Strengthening
Vermont Local
Governments*

VLCT reserves the right to decline advertising or sponsorship that it deems to be in conflict with the League's mission or services or both.

ADVERTISING CONTRACT

Please reserve advertising space in the *VLCT News* as indicated below. I understand the following:

Circulation: The *VLCT News* is distributed 11 times a year to approximately 3000 members and subscribers, online at www.vlct.org/aboutvlct/vlctnews and by mail to those who request paper copies. VLCT encourages the sharing of paper copies with all interested parties.

Publication Schedule: The *VLCT News* is posted on the website and mailed within the first week of the issue month. Letters to advertisers confirming that paid ads have been run include a link to the online file.

Advertising Deadline: Display advertisements must be received by the **first Friday of the month prior to the issue date**. For example, an ad for the February issue must be received no later than the first Friday of January. Advertisers receive confirmation after publication.

Submissions: **Display ad** submissions are preferred as PDF files, with all fonts embedded and all colors converted to grayscale. EPS (created in Illustrator or Freehand) and TIF files are also acceptable. The *VLCT News* is laid out in Adobe InDesign CS3 on a PC.

Display Ad Discount Policy: Advertisers who reserve and **pay in advance** for display advertisements receive a discount of 10% for six issues or 20% for 11 issues (one year).

For more information, email vlctnews@vlct.org or call (802) 229-9111.

Company _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____ Web _____

Agency _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____ Web _____

Display Ads	Width x Depth	Each Issue	6 Issues Prepaid w/10% Discount	11 Issues (1 year) Prepaid w/20% Discount
1/9 page	2 3/8" (1 col.) x 3"	50.00	270.00	440.00
1/6 "	2 3/8" (1 col.) x 4 5/8"	60.00	324.00	528.00
2/9 "	2 3/8" (1 col.) x 6 1/4" 4 7/8" (2 col.) x 3"	75.00	405.00	660.00
1/3 "	2 3/8" (1 col.) x 9 1/2" 4 7/8" (2 col.) x 4 5/8" 7 1/2" (3 col.) x 3"	110.00	594.00	968.00
1/2 "	4 7/8" (2 col.) x 6 1/4" 7 1/2" (3 col.) x 4 5/8"	175.00	945.00	1,540.00
2/3 "	4 7/8" (2 col.) x 9 1/2" 7 1/2" (3 col.) x 6 1/4"	225.00	1,215.00	1,980.00
Full page	7 1/2" (3 col.) x 9 1/2"	300.00	1,620.00	2,640.00
Insert	8 1/2"x11"	500.00	N/A	N/A

Graphic layout services not included. If required, they will be charged at \$75/hr. with a 1 hour minimum.

Circle ad size(s) and rate(s) at left. **Check** the box and **finish writing the year** for each issue in which your advertisement is to run below:

Jan. 20__ Feb. 20__
 Mar. 20__ Apr. 20__
 May 20__ Jun. 20__
 Jul. 20__ Aug/Sep. 20__
 Oct. 20__ Nov. 20__
 Dec. 20__

TOTAL DUE _____
 Prepayment enclosed with contract
 Prepayment to follow in mail*
 Invoice me with each issue**

*If contract is faxed or emailed to VLCT, prepayment must still be sent for ad to run.

**Discounts are not given for ads that are invoiced monthly.

Signature _____ Date _____

Please return to: Vermont League of Cities and Towns, 89 Main Street, Suite 4, Montpelier, VT 05602-2948.

— For Office Use Only —			— Entered in AdvDB —		
Date Rec'd _____	Amt Pd _____	Check # _____	By _____	Date _____	