

VLCT Advertising Contract

Circulation: The VLCT News is distributed 11 times a year to approximately 3,000 members and subscribers online at www.vlct.org/newsletter (and by mail to those who request paper copies).

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

Advertising Deadline: Display ads and payments must be received by the **first Friday of the month prior to the issue date** (e.g., an ad for the February issue must be received no later than the first Friday of January). A complete list of deadlines can be found by clicking on **Advertising and Copy Deadlines** at the link above.

Ad Payment Policy: All advertisements **must** be paid for in advance. Discounts are given to those who advertise for six or eleven months (one year) at a time. If payment has not been received by the advertising deadline mentioned above, the ad will not run (even if that issue month is selected on the contract).



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

Company _____	Ad Agency (if applicable) _____
Contact Person _____	Contact Person _____
Address _____	Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
Phone _____ Fax _____	Phone _____ Fax _____
Email _____ Web _____	Email _____ Web _____

Color/File Formats: The VLCT News is printed in two colors, black and Pantone 349U (a green spot color). Display ads are preferred as PDF files with all fonts embedded and all colors converted to black and white (grayscale), or black and 349U. High resolution JPG, AI, EPS documents, and TIF formats are also acceptable (in the two colors mentioned above).

Please circle desired ad size and applicable rate below.

	Ad Size Width x Depth	Each Issue Prepaid	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

Graphic layout **not** included, and all ads must be "print ready" before they are sent to VLCT. If time allows, some ads could be corrected at VLCT at a fee of \$100/hr. (1-hour minimum), but any hourly ad revision requests must be discussed prior to the advertising deadline.

✓ **Check** the box and **write the year** for each issue you'd like to advertise.

- 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 _____

✓ **Check** either payment option below (payment *must* be received before ad can run):

- Entire payment mailed with contract
or
 Contract emailed/faxed (payment to follow in mail)

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

I understand that all advertisements **must be paid for in advance** to run in the VLCT News.

Signature _____ Date _____

Please mail to Vermont League of Cities and Towns, 89 Main Street, Suite 4, Montpelier, VT 05602-2948, or scan and email to vlctnews@vlct.org, or fax to (802) 229-2211.

— For VLCT Use Only —

Date Rec'd _____ Amt Pd _____ Check # _____ Initials _____
 1/8/15 (Finance/Admin Services)

Date _____ Initials _____
 (Communications)