



## DISPLAY ADVERTISING RATES & INFORMATION

### RATES:

\$12.00 per column inch  
\$255.00 per quarter page  
\$495.00 per half page  
\$695.00 per full page  
\$550.00 front cover, half page

### DISCOUNTS:

3 months — 10% off  
6 months — 15% off  
12 months — 20% off

**ALL ADS PREPAID:** unless otherwise arranged.

**SPECIAL PLACEMENT:** at no extra charge as available.

**DESIGN:** artwork, typesetting, and layout of ads to run in the Sampler at no extra charge. Inquire about our other graphic arts and marketing services.

**SPECIFICATIONS:** page size – 11"x17". Image area – 10"x16". Columns per page – 6. Column widths: 1 column = 1<sup>9</sup>/<sub>16</sub>", 2 columns = 3<sup>1</sup>/<sub>4</sub>", 3 columns = 5", 4 columns = 6<sup>5</sup>/<sub>8</sub>", 6 columns = 10".

**DEADLINE:** the tenth of the preceding month.

**EVENTS:** published free in our statewide calendar.

**ARTICLES:** queries invited. Poems, old journals, and rural photos sought (will return).

**DESCRIPTION:** The Original Vermont Country Sampler is published monthly featuring seasonal themes. Highlighting country life both now and in "the old days," it is popular with local readers and visitors. The Sampler contains interesting articles, features, maps, a statewide calendar of events, poetry, fiction, and photos. It is designed to be read.

**DISTRIBUTION:** free over-the-counter at over 600 locations throughout Vermont, and "over the border" — at inns, B&B's, restaurants, hotels, motels, mini-marts, gift shops, country stores, information booths, chambers of commerce, supermarkets.

Distributed through Vermont Welcome Centers and Visitor Centers, State Tourism Office, State House in Montpelier, and statewide tourist spots. Placed at selected out-of-state locations and additional areas seasonally.

Mailed to a subscription list and to tourist inquiries.

**33rd year of publication**

*"We keep a low ad ratio per page — we stay readable!"*



**Vermont Country Sampler • Charles Sutton & Catherine O'Kane**  
PO Box 197, North Clarendon, VT 05759 • (802) 772-7463  
info@vermontcountrysampler.com • vermontcountrysampler.com



# Vermont Country Sampler

Charles Sutton & Catherine O'Kane

PO Box 197, North Clarendon, VT 05759

(802) 772-7463 • info@vermontcountrysampler.com

## Sample Ad Sizes & Rates

Many other sizes are available including front, back, and full pages.

### Column widths:

- 1 col. — 1<sup>9</sup>/<sub>16</sub>"
- 2 col. — 3<sup>1</sup>/<sub>4</sub>"
- 3 col. — 5"
- 4 col. — 6<sup>5</sup>/<sub>8</sub>"
- 5 col. — 8<sup>5</sup>/<sub>16</sub>"
- 6 col. — 10"

2 col x 2"

1 issue	\$48.00
3 issues	\$129.00
6 issues	\$244.00
12 issues	\$460.00

2 col x 3"

1 issue	\$72.00
3 issues	\$195.00
6 issues	\$367.00

Quarter page (horizontal)

4 col x 6"

1 issue	\$255.00
3 issues	\$689.00
6 issues	\$1300.00

3 col x 4"

1 issue	\$144.00
3 issues	\$389.00
6 issues	\$735.00

Half page (horizontal)  
6 col x 8"

1 issue	\$495.00
3 issues	\$1336.00
6 issues	\$2525.00

Quarter page (vertical)  
3 col x 8"

1 issue \$255.00  
3 issues \$689.00  
6 issues \$1301.00

**Column widths:**

1 col. — 1<sup>9</sup>/<sub>16</sub>"  
2 col. — 3<sup>1</sup>/<sub>4</sub>"  
3 col. — 5"  
4 col. — 6<sup>7</sup>/<sub>8</sub>"  
5 col. — 8<sup>7</sup>/<sub>16</sub>"  
6 col. — 10"

# Vermont Country Sampler

Charles Sutton & Catherine O’Kane  
PO Box 197, North Clarendon, VT 05759  
(802) 772-7463 • info@vermontcountry sampler.com

## Sample Ad Sizes & Rates

Many other sizes are available including front, back, and full pages.

2 col x 5"

1 issue \$120.00  
3 issues \$324.00  
6 issues \$612.00