



Okemo Valley

M A G A Z I N E

INFORMATION FOR ADVERTISERS

SUMMER/FALL 2022

RESERVATION DEADLINE FOR SUMMER/FALL 2022: APRIL 1

Okemo Valley Magazine is a regional publication chronicling the innovative culture and sophisticated country lifestyle of the Okemo Valley. It is a glossy, full-color publication with in-depth pieces that explore the evolving life of this region — an area that has drawn—and continues to attract — an abundance of fascinating professionals, artisans and leisure-seekers who follow their dreams here amidst nature, outdoor adventures and art. The magazine aims to inform, entertain and inspire with a witty, provocative style and visually stunning layout.

For Advertisers: *Okemo Valley Magazine's* focus provides a unique opportunity to target upscale consumers from 18–80 who visit, reside and work here. The Okemo Valley Regional Chamber of Commerce is a media company, a marketing resource, and tourism facilitator—an ideal partner to help strengthen the Okemo Valley's businesses and communities.

Digital Outreach: The magazine's editorial content is disseminated through today's social media platforms, including Facebook, Twitter and Instagram. The magazine is also promoted via digital blasts spotlighting condensed versions of the magazine's features and events.

Website: The Chamber's website features a digital version of the entire magazine, plus the advertiser's logos with a link to their individual websites.

Readership/Distribution: 40,000 issues are distributed to over 250 high-traffic locations in Vermont and surrounding states. Distribution locations include Welcome Centers, Real Estate Offices, Resorts, Hotels and Inns, Galleries, Museums, Ski Areas, Hospitals, Libraries, Chambers of Commerce, etc., with anticipated distribution at Logan Airport in Boston in 2022.

Okemo Valley Magazine distribution will remain proactive and strong, in-state and out-of-state, consistent with evolving tourism trends for Vermont and the Okemo Valley region.

Okemo Valley Regional Chamber of Commerce

57 Pond Street, Suite 8, P.O. Box 333, Ludlow, VT 05149 | yourplaceinvermont.com

ADVERTISING SPECIFICS SUMMER/FALL 2022

AD DEADLINES & PUBLICATION DATES

Space Reservation Deadline: April 1, 2022

Ad Materials Deadline: April 11, 2022

Publication Date: May 13, 2022

Advertising is subject to space availability and will not be reserved without a signed insertion order and payment deposit.

If there is multiple interest in the back or inside covers, advertisers will be selected by lottery in June for both issues.

Send completed ads to: dotfour@aol.com

PAYMENTS & COMMISSIONS

- 50% due with insertion order to reserve space. **All advertisers must submit completed rate card.**
- Make check payable to Okemo Valley Regional Chamber of Commerce.
Send to OVRCC at 57 Pond Street, Suite 8, P.O. Box 333, Ludlow, VT 05149
OR place on Credit Card by calling OVRCC at 802.228.5830 or supplying completed form.
- Email signed insertion order to dwkish@comcast.net
- DEPOSIT AND INSERTION ORDER MUST BE RECEIVED BY DUE DATE TO RESERVE SPACE.
- Full payment due upon receipt of published magazine. Publisher may require advanced payment.
Service charge on unpaid balances is 1.5% per month. No new advertising will be accepted on accounts with prior balances.

PREPARING FILES

PDF is the preferred file format for ads.

- When creating PDF files, be sure all fonts are embedded and make sure your pdf resolution is at least 300 dpi.
- Include crop marks and bleeds where applicable
- Placed Images must match SWOP standards (CMYK or Grayscale) TIFF or EPS at a resolution of 300 dpi at the size placed in the ad.
- All spot colors must be converted to process (CMYK) color.
- Create ad at 100% of final print size.
- For full page or spreads that bleed, all bleeds should extend a minimum of 1/8" (.125) past trim. Fractional ads cannot bleed.
- Spreads: If spreads bleed across gutter, note that pages may not align perfectly because of binding; if images or text go across interior, some image and/or type will be lost in the gutter. For body copy and headlines, allow 1/2" (.5) on each side of gutter.

We can accept native application files.

- Create using Adobe InDesign CC or earlier.
- For Illustrator or Photoshop files "create outlines" for text.
- Corel, Microsoft Word, Publisher, or Powerpoint not accepted.
- Include all fonts (screen and printer).
- Include all graphic files used in layouts. Do not artificially enlarge graphic files or resolution will be compromised.

Send completed ads to: dotfour@aol.com

CONTACT INFORMATION

Advertising Duane Kish | dwkish@comcast.net | 724.678.3657

Editorial Lynn Barrett | vermontartsliving@gmail.com | 802.258.3992

Design Heidi Humphrey | dotfour@aol.com | 802.375.0048

Publisher Carol Lighthall | clighthall@yourplaceinvermont.com | 802.228.5830

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AD RESERVATION SUMMER/FALL 2022

STEP 1: AD SIZE check box(es)

Ad size	Width x Height (inches)
<input type="checkbox"/> Full Page (non-bleed ad)	7 $\frac{7}{8}$ (7.375) x 10*
<input type="checkbox"/> Full Page (full-bleed ad)	9 x 10 $\frac{7}{8}$ (10.875)*
<input type="checkbox"/> $\frac{3}{8}$ Page Vertical	4 $\frac{5}{8}$ x 10
<input type="checkbox"/> $\frac{1}{2}$ Page Horizontal	7 $\frac{7}{8}$ (7.375) x 4 $\frac{7}{8}$ (4.875)
<input type="checkbox"/> $\frac{1}{2}$ Page Vertical	4 $\frac{5}{8}$ (4.625) x 7 $\frac{7}{8}$ (7.375)

Ad size	Width x Height (inches)
<input type="checkbox"/> $\frac{1}{8}$ Page almost square	4 $\frac{5}{8}$ (4.625) x 4 $\frac{7}{8}$ (4.875)
<input type="checkbox"/> $\frac{1}{8}$ Page extreme vertical	2 $\frac{1}{4}$ (2.25) x 10
<input type="checkbox"/> $\frac{1}{8}$ Page Horizontal	4 $\frac{5}{8}$ (4.625) x 2 $\frac{5}{8}$ (2.625)
<input type="checkbox"/> $\frac{1}{8}$ Page Vertical	2 $\frac{1}{4}$ (2.25) x 4 $\frac{7}{8}$ (4.875)

Final publication trim size : 9x10.875

*Full page size including bleed: 9.25x 11.125 • Safe image area for full page: 8.5 x 10.625, plus allow additional .5" for inside gutter.

STEP 2: AD FEES AND PLACEMENT | check box(es) | DUE DATE APRIL 1

	Regular Fee	Member Fee
<input type="checkbox"/> Back Cover	\$4,000	\$4,000
<input type="checkbox"/> Inside Front or Back Cover and Facing Pages	\$4,500	\$4,500
<input type="checkbox"/> Full Page	\$2,500	\$2,250

	Regular Fee	Member Fee
<input type="checkbox"/> $\frac{3}{8}$ Page	\$2,200	\$1,980
<input type="checkbox"/> $\frac{1}{2}$ Page	\$1,800	\$1,620
<input type="checkbox"/> $\frac{1}{3}$ Page	\$1,200	\$1,080
<input type="checkbox"/> $\frac{1}{6}$ Page	\$800	\$720

All rates are based on full-color ads. There are no additional charges for color and no discounts for single-color ads or black and-white ads. No spot color.

Any additional production charges for ads that do not conform to publication specs will be charged to the advertiser at prevailing rates.

STEP 3: AD SUBMISSION | check box(es) | DUE DATE APRIL 11

Pick Up 21-22 Winter Ad Pick Up 2021 Summer Ad New File will be supplied

CHANGES: Pick Up 20-22 Winter Ad OR Pick Up 2021 Summer Ad *with the following changes:*

Advertising rates are based on receiving your ad electronically in high res format (33 dpi/inch); otherwise, additional production work will be charged to the advertiser at prevailing rates. For information about editing or laying out ads, email Heidi Humphrey at dotfour@aol.com

STEP 4: CREDIT CARD INFORMATION (if applicable)

Advertising Total Amount _____

Bill my credit card for: 50% 100% _____

Company _____

Contact _____

Name on Card _____

Credit Card: MC VISA American Express Discover _____

Credit Card Number _____

CCV Code _____ ExpDate _____

Billing Address: _____

Street _____

City _____ State _____

Zip _____

Authorized Signature _____

Date _____

STEP 5: INSERTION ORDER

Company _____ Contact _____

Address _____

City _____ State _____ Zip _____

Business Phone _____ Email _____

All advertising is subject to the publisher's acceptance. Rates are subject to change. Publisher reserves the right to reject any and all advertising. The advertiser hereby agrees to indemnify, protect, and hold the publisher harmless from loss and/or expense due to claims based upon the content of the advertisement. The undersigned personally guarantees full payment of advertising fees.

Authorized Signature _____ Date _____