



# Okemo Valley

M A G A Z I N E

## INFORMATION FOR ADVERTISERS

SUMMER/FALL 2024

**RESERVATION DEADLINE FOR SUMMER/FALL 2024: March 26, 2024**

*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.

**Readership/Distribution:** 45,000-50,000 issues are distributed to over 350 high-traffic locations in Vermont. The digital version is emailed to 30K tourism contacts, boosted on social media and kept prominent on the chamber website. Distribution locations include Welcome Centers, Real Estate Offices, Resorts, Hotels and Inns, Galleries, Museums, Ski Areas, Hospitals, Libraries, Chambers of Commerce, etc., with focused distribution at Logan Airport, The Berkshires or other locations based on current trends.

### CONTACT INFORMATION

<b>Advertising</b>	Duane Kish	dwkish@comcast.net	724.678.3657
<b>Editorial</b>	Cheryl Daigle	cheryl.daigle@gmail.com	
<b>Design</b>	liquid studio/Lisa Cadieux	liquidstudiodesign@icloud.com	802.355.3158
<b>Publisher</b>	Carol Lighthall	clighthall@yourplaceinvermont.com	802.228.5830

**Okemo Valley Regional Chamber of Commerce**  
 57 Pond Street, Suite 8, PO Box 333, Ludlow, VT 05149 | [yourplaceinvermont.com](http://yourplaceinvermont.com)



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## ADVERTISING SPECIFICS SUMMER/FALL 2024

### AD DEADLINES & PUBLICATION DATES

**Space Reservation Deadline: March 26, 2024**

**Ad Materials Deadline: April 12, 2024**

**Publication Date: May 14, 2024**

*Advertising is subject to space availability and will not be reserved without an order and payment deposit.*

### PAYMENTS & COMMISSIONS

- 50% due with insertion order to reserve space. **All new 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 simply pay online via invoice emailed.
- Email signed insertion order to [dwkish@comcast.net](mailto: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

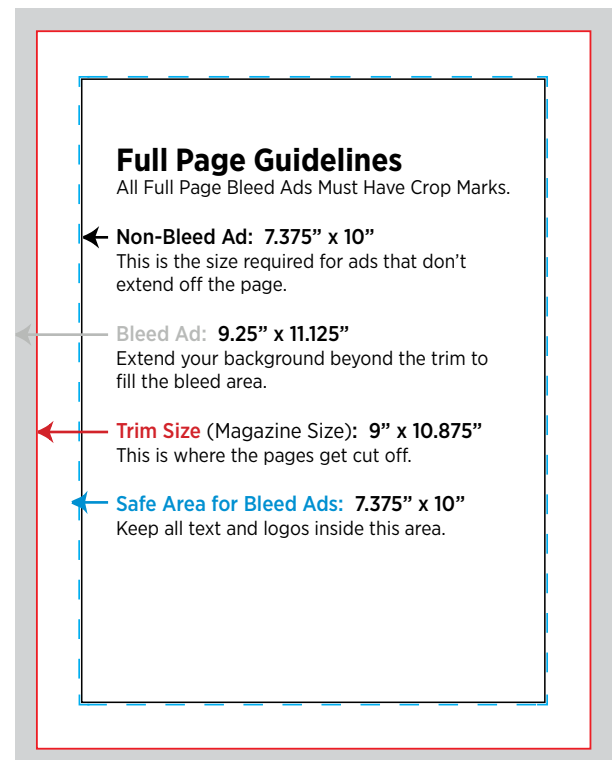
#### PDF is the preferred file format for ads.

- PDF is the preferred file format for ads.  
PDF file resolution must be at least 300 dpi.
- Create ad at 100% of final print size.
- Include crop marks and bleeds where applicable.
- **Fonts:** Be sure all fonts are embedded. Do not manually stylize fonts (bold, italicize, compress or extend).
- **Placed images** must match SWOP standards and be saved as JPEG, TIFF, AI or EPS at the size used in the ad and at a minimum resolution of 300 dpi for CMYK or 450 dpi for grayscale.
- All spot colors must be converted to process (CMYK) color.
- **Bleeds:** For full page or spreads that bleed, all bleeds should extend a minimum of 1/8" (.125) past trim and must include crop marks. 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 the interior gutter, some image and/or type will be lost. Headlines may run across gutter if proper space allowance and consideration has been made for what will fall in the gutter. Do not allow body copy or critical image area to run across the gutter; allow 1/2" (.5) of space on the interior margin of each page.

#### 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. Open Type Fonts (OTF) preferred (screen & printer).
- Include all graphic files used in layouts. Do not artificially enlarge graphic files or resolution will be compromised.

**Send completed ads to: [liquidstudiodesign@icloud.com](mailto:liquidstudiodesign@icloud.com) and [dwkish@comcast.net](mailto:dwkish@comcast.net).**



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## AD RESERVATION SUMMER/FALL 2024

### STEP 1: AD SIZE check box(es)

Ad size	Width x Height (inches)
<input type="checkbox"/> Full Page (non-bleed ad)	7 $\frac{3}{8}$ (7.375) x 10*
<input type="checkbox"/> Full Page (full-bleed ad)	9 x 10 $\frac{7}{8}$ (10.875)* with bleed 9.25 x 11.125
<input type="checkbox"/> $\frac{3}{8}$ Page Vertical	4 $\frac{5}{8}$ (4.625) x 10
<input type="checkbox"/> $\frac{1}{2}$ Page Horizontal	7 $\frac{3}{8}$ (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 $\frac{3}{8}$ (7.375)

Ad size	Width x Height (inches)
<input type="checkbox"/> $\frac{1}{2}$ Page almost square	4 $\frac{5}{8}$ (4.625) x 4 $\frac{7}{8}$ (4.875)
<input type="checkbox"/> $\frac{1}{2}$ 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 $\frac{1}{2}$ (2.34375)
<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 : 9 x 10.875

\*Full page size must include bleed: 9.25 x 11.125 • Safe image area for full page: 7 $\frac{3}{8}$  x 10.

### STEP 2: AD FEES AND PLACEMENT | check box(es) | DUE DATE MARCH 26, 2024

	Regular Fee	OVRCC Member Fee
<input type="checkbox"/> Full Page	\$2,500	\$2,250
<input type="checkbox"/> $\frac{3}{8}$ Page	\$2,200	\$1,980
<input type="checkbox"/> $\frac{1}{2}$ Page	\$ 1,800	\$1,620

	Regular Fee	OVRCC Member Fee
<input type="checkbox"/> $\frac{1}{2}$ Page	\$ 1,200	\$1,080
<input type="checkbox"/> $\frac{1}{8}$ 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 & 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 12, 2024

Pick Up Winter/Spring 2023 Ad     Pick Up Summer /Fall 2023 Ad     New File will be supplied

Advertising rates are based on receiving your ad electronically in high res format (300 dpi/inch); otherwise, additional production work will be charged to the advertiser at prevailing rates. For information about editing or laying out ads, email Lisa at [liquidstudiodesign@icloud.com](mailto:liquidstudiodesign@icloud.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 \_\_\_\_\_ Exp. Date \_\_\_\_\_

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 \_\_\_\_\_

Scan and send to: [dwkish@comcast.net](mailto:dwkish@comcast.net) • for further information, contact Duane Kish at 724.678.3657