

# *vermont's* LOCAL BANQUET

PO Box 69 Saxtons River, VT 05154 802-869-1236  
[www.localbanquet.com](http://www.localbanquet.com)



- *serving the local communities of Vermont*
- *a resource for small local business to connect with the local community*
- *offering reasonably priced advertising rates aimed at attracting local producers and small businesses*
- *increasing the visibility and sales of local businesses*
- *promoting the local economy and engaging the local community in a dialogue*
- *collaborating to inspire and educate our community about the vitality of our regional offerings*
- *distribution 4 times a year, throughout Vermont and select locations in New Hampshire*
- *providing our readers with a combination of inspired writing, graphics and photography positioning Local Banquet as a high-quality publication, and a reference guide throughout the season*
- *over 30 pages of articles, stories, interviews, issues and events focusing on our local community*



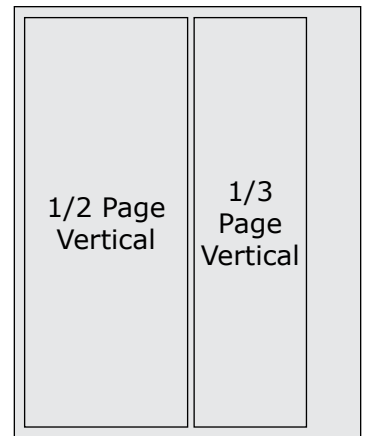
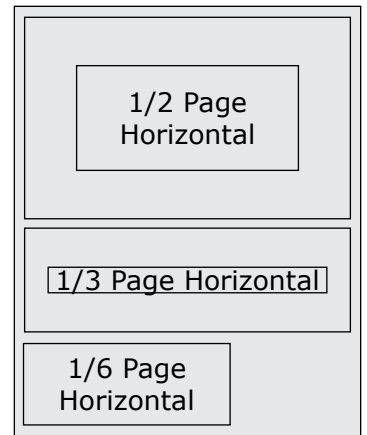
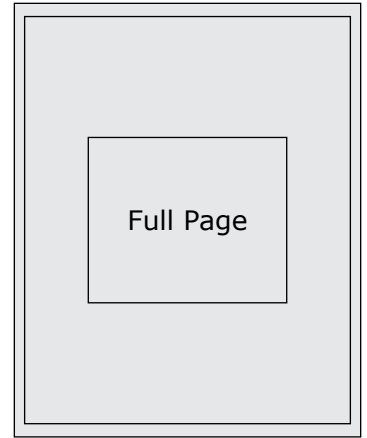
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All prices quoted below include 2-color process

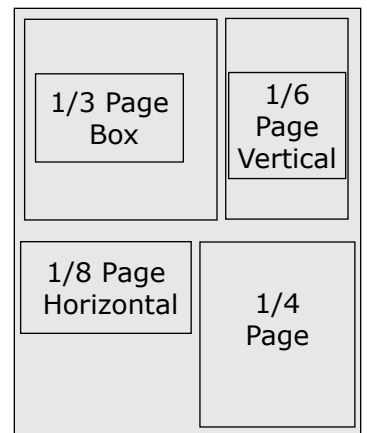
Back cover (bleed)	8.5" x 11"	\$950
Inside front cover (bleed)	8.5" x 11"	\$855
Inside back cover (bleed)	8.5" x 11"	\$800
Full page	7.25" x 9.75"	\$750
1/2 page horizontal	7.25" x 4.75"	\$475
1/2 page vertical	3.5" x 9.75"	\$475
1/3 page vertical	2.5" x 9.75"	\$320
1/3 page horizontal	3.25" x 7.25"	\$320
1/3 page (box)	4.5" x 4.5"	\$320
1/4 page	3.5" x 4.5"	\$250
1/6 page horizontal	2.5" x 4.5"	\$160
1/6 page vertical	4.5" x 2.5"	\$160
1/8 page horizontal	3.75" x 2"	\$120
1/8 page vertical	2" x 3.75"	\$120
Classified Marketplace	starts at 1 column inch	\$50 in.

Exact placement requests are available for a 10% premium.  
 10% discount offered for four issue commitments.  
 Distribution of 7,500 copies to locations including restaurants,  
 food stores, inns, hotels, retail outlets and bookstores.  
 Free listing and link to your website on [www.localbanquet.com](http://www.localbanquet.com)



## Advertising Terms

- Local Banquet is published 4 times a year in the spring, summer, fall and winter.
- Classified Marketplace is designed for farmers and independent small producers only (no retail outlets).
- Color separation is the responsibility of the advertiser for all two-color ads.
- Ad design is available at the rate of \$40/hour (1 hour minimum).
- Advertiser is responsible for providing ad in an acceptable format as described in the insertion order.
- Contact Meg at [meg@localbanquet.com](mailto:meg@localbanquet.com).



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## 2009 Magazine Insertion Order

Company/Advertiser \_\_\_\_\_  
Contact Person \_\_\_\_\_ email \_\_\_\_\_  
Company address \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

*Please indicate issues in which you would like to place an ad (Art deadlines listed below)*

- |   |   |
|---|---|
| <input type="checkbox"/> Spring 2009 (March delivery)<br>Feb. 1 | <input type="checkbox"/> Summer 2009 (June delivery)<br>May 1         |
| <input type="checkbox"/> Fall 2009 (Sept. delivery)<br>Aug. 1   | <input type="checkbox"/> Winter 2009/10 (December delivery)<br>Nov. 1 |

(circle one)

Space Cost \$\_\_\_\_\_ full page 1/2 page 1/3 page 1/4 page 1/6 page 1/8 page

Other Charges \$\_\_\_\_\_ (please note that costs listed on rate sheet are per issue)

**TOTAL DUE (per issue) \$\_\_\_\_\_**

**PAYMENT:** Payment may be requested upon receipt of insertion order. Otherwise, invoices are mailed upon publication of issue. Payment due within 30 days of invoice. A charge of 2% per month will be applied to all unpaid balances 30 days or older. Vermont's Local Banquet reserves the right to cancel future insertion orders in the event of late payment.

**ACCEPTANCE:** Advertising copy is subject to acceptance by Vermont's Local Banquet. VLB is printed in two color process. Ads can be black and white or black and 1 spot color. Please send ads via email, as attachments, to meg@localbanquet.com or if the file is larger than 5MB please submit via CD to address below. Acceptable file formats accepted are EPS, TIFF, or Adobe InDesign files (300 dpi resolution required). Be sure to include the advertiser's name in the file name and the subject line of the e-mail so that we can identify the ad. Advertising not easily distinguished from editorial must clearly be labeled "advertisement". All advertisements

are accepted and published by VLB upon representation that advertiser and its agents are authorized to publish the entire contents and subject matter. In consideration of VLB's acceptance of such advertisements for publication, the advertiser and its agents indemnify and hold VLB harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, violation of rights of privacy, plagiarism and copy infringement. If advertiser does not supply artwork by closing date, company may be charged for insertion without ad appearing or be charged at prevailing rates for creation of needed materials.

**GENERAL RATE POLICY:** Rates are based on electronic files to be provided by advertiser. Contracts specifying rates for more than one year in advance may not be accepted. Orders are accepted subject to change in rates by VLB. VLB's liability for any error will not exceed charge for the advertisement in question.