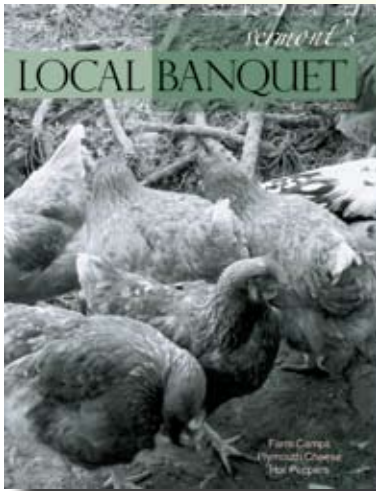


vermont's LOCAL BANQUET Magazine



Illuminating the connections between local food and Vermont communities.

A **resource** for small business to connect with the local community

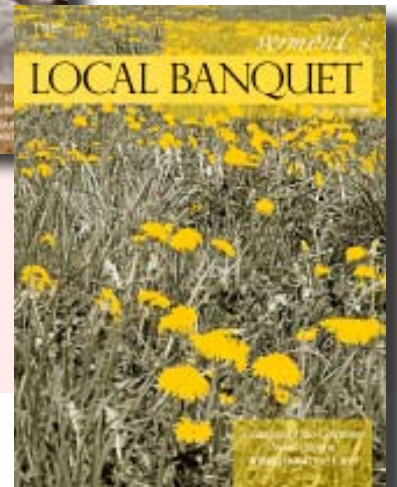
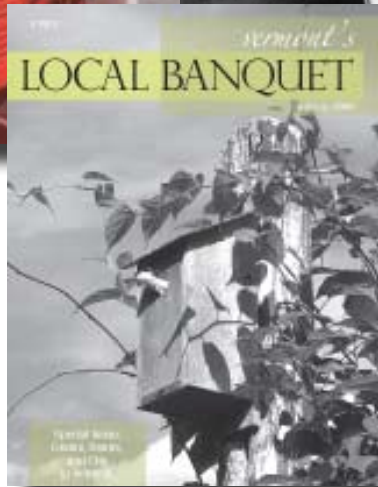
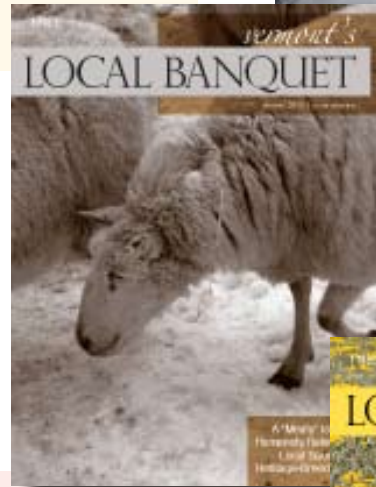
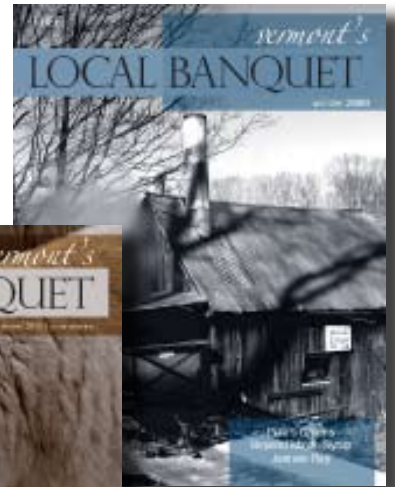
Reasonably priced advertising rates aimed at attracting local producers and small businesses



Increasing the **visibility** and sales of local businesses

Promoting the local economy and **engaging** the local community in a dialogue

Inspiring and educating our community about the vitality of our regional offerings



www.localbanquet.com

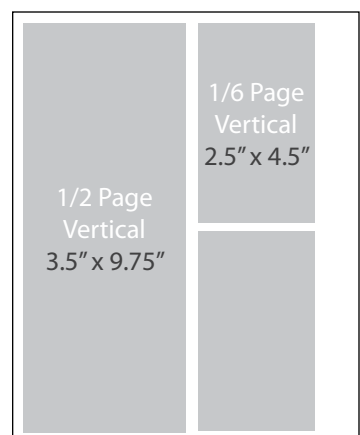
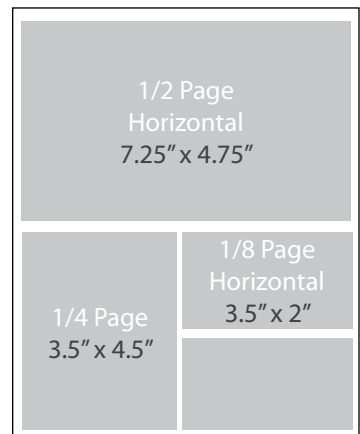
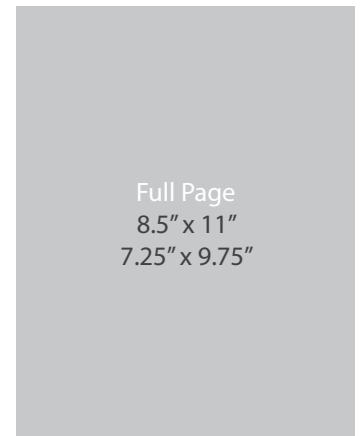
vermont's LOCAL BANQUET

www.localbanquet.com

PO Box 69 Saxtons River, VT 05154 802-869-1236

All prices quoted below include 2-color process

| | | |
|----------------------------|---------------|-------|
| Back cover (bleed) | 8.5" x 11" | \$950 |
| Inside front cover (bleed) | 8.5" x 11" | \$900 |
| Inside back cover (bleed) | 8.5" x 11" | \$850 |
| Full page | 7.25" x 9.75" | \$800 |
| 1/2 page horizontal | 7.25" x 4.75" | \$500 |
| 1/2 page vertical | 3.5" x 9.75" | \$500 |
| 1/4 page | 3.5" x 4.5" | \$250 |
| 1/6 page vertical | 4.5" x 2.5" | \$160 |
| 1/8 page horizontal | 3.5" x 2" | \$125 |
| 1/8 page vertical | 2" x 3.5" | \$125 |
| 1" horizontal | 3.5" x 1" | \$75 |



Exact placement requests are available for a 10% premium.

10% discount offered for four issue commitments.

Distribution of 8,500 copies to locations including restaurants, food stores, inns, hotels, retail outlets and bookstores.

Free listing and link to your website on www.localbanquet.com

Advertising Terms

- Local Banquet is published 4 times a year in the spring, summer, fall and winter.
- Color separation is the responsibility of the advertiser for all two-color ads.
- Ad design is available at the rate of \$60/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.

vermont's LOCAL BANQUET

2010/11 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

| Issue | Ad deadline | Delivery | Issue | Ad deadline | Delivery |
|-----------------------------------|-------------|-----------|-----------------------------------|-------------|-----------|
| <input type="radio"/> Spring 2010 | February 1 | March | <input type="radio"/> Spring 2011 | February 1 | March |
| <input type="radio"/> Summer 2010 | May 1 | June | <input type="radio"/> Summer 2011 | May 1 | June |
| <input type="radio"/> Fall 2010 | August 1 | September | <input type="radio"/> Fall 2011 | August 1 | September |
| <input type="radio"/> Winter 2011 | November 1 | December | <input type="radio"/> Winter 2012 | November 1 | December |

(check one)

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

X number of issues \$ _____ multiply per issue cost by number of issues

Discount \$ _____ 10% discount for 4 or more consecutive issue commitment

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

\$ _____ **TOTAL DUE**

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 submit via CD to address below. Acceptable file formats accepted are PDF, EPS, TIFF, or JPEG files (minimum 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 ac-

cepted 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.