

GET CONNECTED WITH YOUR CUSTOMERS WHERE THEY LIVE, WORK AND PLAY

VERMONT COMMUNITY NEWSPAPER GROUP

VTCNG.com • StoweReporter.com/StoweToday.com • NewsandCitizen.com
ShelburneNews.com • TheCitizenVT.com • OtherPaperSBVT.com

MASSIVE LOCAL AUDIENCE

Connect with 112,000+ monthly visitors who are actively engaged in our Vermont communities.

AFFORDABLE OPTIONS

Advertising rates from \$75-\$250/month, with ad design by our team at no extra cost.

COMMUNITY-FOCUSED READERS

Our audience cares about local businesses. They are the people who are most likely to support you.

VISITORS PER MONTH
112,108

PAGE VIEWS PER MONTH
177,845

PROVEN RESULTS

Our web traffic grows monthly, giving advertisers consistent clicks and meaningful engagement.

AD IMPRESSIONS PER MONTH
1,260,952

AD CLICKS PER MONTH
758

CROSS-MEDIA BOOST

Digital campaigns complement print advertising, increasing brand awareness and purchase intent when combined.

TRUSTED LOCAL COVERAGE

Our sites provide the news residents rely on, positioning your business in a trusted environment.

CHOOSE FROM A RANGE OF AD SIZES TO MAKE AN IMPACT ONLINE.

We offer year-long and campaign-style display ads, weekly e-newsletters, Local & Social and more. Pair with print ads for extended visibility and discounts — a plan that puts your business in front of the right audience.

FOR MORE INFORMATION, ASK YOUR SALES EXECUTIVE.



STATISTICS ARE UPDATED MONTHLY.

MAKE AN IMPACT ONLINE OR ENHANCE A PRINT CAMPAIGN!

1 Masthead/Leaderboard
728x90 • Top Center Banners
Desktop • Maximum 4 Ads

| | |
|----------------------------------|-------------|
| StoweReporter.com/StoweToday.com | \$150/month |
| NewsandCitizen.com | \$150/month |
| ShelburneNews.com | \$75/month |
| TheCitizenVT.com | \$75/month |
| OtherPaperSBVT.com | \$100/month |

2 Big Ad Top
300x125 • Top Rail Business Cards
Desktop • Maximum 6 Ads

| | |
|---|-------------|
| StoweReporter.com/StoweToday.com & NewsandCitizen.com Combo | \$150/month |
| ShelburneNews.com, TheCitizenVT.com & OtherPaperSBVT.com Combo | \$125/month |

3 Big Ad Middle
300x250 • In-Story & Middle Rail Rectangles
Desktop & Mobile • Maximum 6 Ads

| | |
|----------------------------------|-------------|
| StoweReporter.com/StoweToday.com | \$250/month |
| NewsandCitizen.com | \$250/month |
| ShelburneNews.com | \$125/month |
| TheCitizenVT.com | \$125/month |
| OtherPaperSBVT.com | \$150/month |

4 Tile Masthead
200x90 • Top Corner Banners
Desktop • Maximum 4 Ads

| | |
|---|-------------|
| StoweReporter.com/StoweToday.com & NewsandCitizen.com Combo | \$150/month |
| ShelburneNews.com, TheCitizenVT.com & OtherPaperSBVT.com Combo | \$125/month |

5 Mobile
320x100 • Top, Middle & Bottom Banners
Mobile • Maximum 8 Ads

| | |
|----------------------------------|-------------|
| StoweReporter.com/StoweToday.com | \$150/month |
| NewsandCitizen.com | \$150/month |
| ShelburneNews.com | \$75/month |
| TheCitizenVT.com | \$75/month |
| OtherPaperSBVT.com | \$100/month |

6 Local & Social
Social Media Booster • Desktop & Mobile • \$75/month

7 Newsletter
728x90 • Friday Emails • Desktop & Mobile • \$50/week

8 Sticky Upgrade
Ad "Sticks" to the Screen • +20% Ad Cost/month

9 Marketplace
Boosted Business Directory Listings • \$25/year

VTCNG.com Bonus
With Paid 12-month Contracts, See Your Ad on VTCNG.com!

Business Name:

Address/Phone/Email:

Website:

Ad Cost: **Ad Size/Type:** **Ad Start/End Dates:**

Sales Executive:

AD PLACEMENT AND CREATIVE STRATEGY GUIDE

Every ad tells a story — where it appears, how it looks and what it says all shape the result. From leaderboard banners to mobile-only placements, this guide highlights how budget, positioning, logo design and messaging work together. Whether you're building brand awareness or promoting a specific product, the right combination of visuals and words makes all the difference.

1 **CODY** AS THE FASTEST-GROWING FULL-LINE BRAND, CHEVROLET HAS A LOT TO OFFER.

4 **Let it Snow! FERRO**

1 **The Art of Custom Designs... +FERRO+ Estate & Custom Jewelers**

2 **kw VERMONT** Commercial | Residential | Investment 1000 Mountain Road, Suite 9, Stowe. [StoweAreaRealty.com](#)

3 **Keeping Your Feet Happy** Free **HTS** from Bryan Monier, MD

6 **kw VERMONT** **Stowe Area Realty Group at KW Vermont** Ken Libby's Real Estate Update - JANUARY 2020 - Should You Buy a River-Lipper? • When... [View link]

7 **VTCNG** VERMONT COMMUNITY NEWSPAPER GROUP

8 **give your vacation the gift of fun.** **Sever Guide & Magazine**

Local & State News

Hinesburg raises Black Lives Matter flag
About 30 people showed up at the Hinesburg Town Hall on Feb. 1 to celebrate the beginning of Black History Month by raising the Black Lives Matter flag. [Read more](#)

'Canna-cafe' brings goodies, education to community
Two handmade wooden deck chairs shaped like spriggy marijuana leaves welcome customers as they enter Mago Marn, the first CBD cafe in Vermont. [Read more](#)

U-Mail shooting suspect identified
Following a shooting at the University Mall Monday evening that left one person injured, South Burlington Police identified Tyshane Smith, 18, as the suspected

5 **Expect the Best** SINCE 1969 **PALL SPERA COMPANY REALTORS, LLC**

Spotlight

Dogs, dogs, dogs!
We invited readers to send us photos of their dogs, and wow, did they ever oblige!

Music

8 **2019 SILVERADO 1500** **ONE STAR CHEVROLET** **CHEVROLET** **Learn More**

9 **Ben Hudson Photography**