

ADVERTISING INSERTION ORDER & INVOICE

STOWE

SMUGGLERS' GUIDE & MAGAZINE

BUSINESS NAME: _____

Mailing address: _____

Email, for proof: _____

Phone: _____

FULL COLOR PRICING

Prepaid* Billed

<input type="checkbox"/> Full Page (7 x 10")	\$1475.	\$1695.	_____
<input type="checkbox"/> 2/3 Page (4 9/16 x 10")	\$1165.	\$1345.	_____
<input type="checkbox"/> 1/2 Page <input type="checkbox"/> Horizontal (7 x 4 7/8") No vertical availability	\$935.	\$1075.	_____
<input type="checkbox"/> 1/3 Page <input type="checkbox"/> Square (4 9/16 x 4 7/8") <input type="checkbox"/> Vertical (2 3/16 x 10")	\$750.	\$870.	_____
<input type="checkbox"/> 1/6 Page (Ask your sales rep about available sizes)	\$565.	\$650.	_____

Trim size 8-1/8" x 10 7/8". Bleed area 8-3/8" x 11-1/8". Live area 7"x 10". COMPENSATE FOR BLEEDS IN PDF FILES.

BLACK & WHITE PRICING

Prepaid* Billed

<input type="checkbox"/> Full Page (7 x 10")	\$1000.	\$1100.	_____
<input type="checkbox"/> 2/3 Page (4 9/16 x 10")	\$800.	\$900.	_____
<input type="checkbox"/> 1/2 Page <input type="checkbox"/> Horizontal (7 x 4 7/8") No vertical availability	\$600.	\$690.	_____
<input type="checkbox"/> 1/3 Page <input type="checkbox"/> Square (4 9/16 x 4 7/8") <input type="checkbox"/> Vertical (2 3/16 x 10")	\$475.	\$575.	_____
<input type="checkbox"/> 1/6 Page (Ask your sales rep about available sizes)	\$400.	\$475.	_____

CAMERA-READY DISCOUNT

(Cost of ad minus 10%)

NEW AD COMING: Agency _____ PICKUP-ISSUE: _____

LOCATION

LOCATION Pg # or section: _____ Circle One) Full Pg \$200 • 2/3 Pg. \$155 • 1/2 Pg \$125 • 1/3 Pg \$100 _____

30-WORD LISTINGS (See back page)

• ADVERTISERS GET ONE FREE 30-WORD LISTING FOR EACH DISPLAY AD. ALL OTHER LISTINGS MUST BE PURCHASED. Group ads receive one listing per insertion

	PREPAID	BILLED	
<input type="checkbox"/> ONE LISTING (NO DISPLAY AD):	\$205.	\$250.	_____
<input type="checkbox"/> Number of additional listings with SAME business name	\$135.	\$185.	_____

FILL THIS OUT, MAKE A COPY... VOILA, YOUR INVOICE

TOTAL COST

Payment: Prepaid Billed Credit Card **Check Number** _____ **Amount Paid** _____ **Date** _____
 MC/Visa/Amex # (circle one) _____ **Exp. Date** _____ **Code** _____
Name on Card _____ **Card Billing Address** _____ **Town & Zip** _____

MAIL TO: STOWE REPORTER, POB 489, STOWE VT 05672

STOWE

SMUGGLERS' GUIDE & MAGAZINE

SEND AD FILES TO ADS@STOWEREPORTER.COM

Mail address: PO Box 489, Stowe VT 05672

Delivery address: 49 School St., Stowe VT 05672

802.253.2101 • 800.734.2101 • FAX: 802.253.8332

INFORMATION & AD RATES

EDITORIAL

The Stowe Guide & Magazine and Stowe-Smugglers' Region Guide – published twice a year – is the one indispensable guide on what to do, where to go and what to see in the greater Stowe and Smugglers' Notch region, and Central and Northern Vermont. For nearly 30 years, the Stowe Guide & Magazine has served as the area's most comprehensive information source on local events, attractions, inns, restaurants, shopping and outdoor sports and activities. The Stowe-Smugglers' Region Guide was added in 1999 to cover Lamoille County. Advertisers only need to purchase one ad to appear in both publications. Ask your salesperson for details.

CIRCULATION

The Stowe Guide & Magazine and Stowe-Smugglers' Region Guide circulation ranges between 35,000 and 50,000, but not less than 85,000 copies per year. Including pass-along readership, average readership per issue is estimated at 200,000. With Guide listings published in the Stowe Reporter for 15 weeks each tourist season, advertisers can count on an additional 100,000 reader impressions. Approximately 10,000 copies are distributed free at welcome centers along Vermont's interstate system, and at Canadian border crossings. The remaining copies are distributed free of charge in the Stowe-Smugglers' region and surrounding areas.

CONTRACT & COPY REGULATIONS

The publisher reserves the right to reject any and all advertising. All advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims and suits based upon the subject matter of such an advertisement. No cancellations will be accepted after closing date. All color advertising orders accepted on non-cancelable basis only.

PAYMENTS

For new advertisers, payment must accompany advertising copy if prior credit has not been established. Invoices for "billed" advertising are payable within 30 days. Thirty days past due accounts are subject to a service charge of 1.5% per month. Visa, Mastercard, American Express and Discover are accepted.

AGENCY COMMISSIONS

We no longer offer agency commissions. All advertisers are eligible for a 10% discount for color and black and white ads for camera ready advertising. (Camera ready ads must be supplied electronically or on disk) Advertising agencies assume all financial responsibility for advertising ordered, contracted for and placed. Agencies are responsible for including and or purchasing fonts or any other materials needed to complete an ad.

AD DISCOUNTS

ELECTRONIC FILES

If advertising is delivered to Stowe Reporter on disk, the advertiser will receive a discount if no file manipulation is required. If the advertiser wishes to place an ad that was used in a previous guide with no changes, the advertiser will receive a final film discount. **ATTENTION ADVERTISERS: IF WE NEED TO MANIPULATE YOUR ELECTRONIC FILES, NO DISCOUNTS WILL BE GIVEN.**

FINAL FILM: ADVERTISERS SUPPLYING MATERIAL AS FINAL FILM NO LONGER RECEIVE A DISCOUNT.

SPECIFICATIONS: Right reading, emulsion down negatives, Output at 133 lpi. CMYK separations.

CDS FORMATTED AD SPECIFICATIONS

Please see our specification sheet.

Film-based proofs should be supplied with all camera ready ads, or we cannot guarantee color reproduction.

DISPLAY ADVERTISING RATES

ALL DISPLAY ADVERTISEMENTS INCLUDE ONE FREE 30-WORD LISTING.

FULL COLOR	Pre-Paid*	Billed
Full Page	\$1475.	\$1695.
2/3 Page	\$1165.	\$1345.
1/2 Page	\$935.	\$1075.
1/3 Page	\$750.	\$870.
1/6 Page	\$565.	\$650.

HIGH RESOLUTION COLOR PROOF \$75.00 EACH

BLACK & WHITE	Pre-Paid*	Billed
Full Page	\$1000.	\$1100.
2/3 Page	\$800.	\$900.
1/2 Page	\$600.	\$690.
1/3 Page	\$475.	\$575.
1/6 Page	\$400.	\$475.

LOCATION FEES:

FULL PG. \$200 • 2/3 PG. \$155 • 1/2 PG. \$125 • 1/3 PG. \$100

COVERS (Limited Availability)	Pre-Paid*	Billed
Back Cover	\$2,205.	\$2,530.
Inside Covers	\$2,000.	\$2,310.
Page One *	\$1,815.	\$2,085.

* Page One includes location fee.

PAYMENT MUST ACCOMPANY INSERTION ORDER TO RECEIVE DISCOUNTED RATES

30-WORD LISTINGS

All above ad rates include FREE 30-word business listing in the Stowe Guide & Magazine and Stowe-Smugglers' Region Guide plus 15 weeks in the Stowe Reporter. Listing includes name of business printed in bold on the top line, followed by a 30-word (maximum) listing under appropriate category. Additional listings are for the same business under a different category, at a charge of \$135 each, prepaid, and \$185 billed. For one listing, when not purchasing a display ad, the cost is \$205 prepaid and \$250 billed.

SPECIAL PLACEMENT:

The completed insertion order must be accompanied by payment in full in order to reserve your spot in the Stowe Guide & Magazine and Stowe-Smugglers' Region Guide. If the Stowe Reporter is executing the design work, all materials (logos, etc.) needed to complete the ad must accompany the insertion order.

PRODUCTION FEES:

First 60 Minutes FREE - Additional redesign work/substantial copy changes or other production charges incurred due to incorrectly submitted materials. \$75/Hour.

PRODUCTION & ELECTRONIC SPECIFICATIONS

PLEASE NOTE: IF CAMERA-READY MATERIALS NEED MANIPULATION, WE RESERVE THE RIGHT TO RESCIND DISCOUNTS.

PRODUCTION of our magazine is done using MACINTOSH computer-generated electronic files outputted at high resolution. Our magazine is perfect bound; printed on high-speed web offset; SWOP standards apply. Trim size 8-1/8" x 10 7/8". Bleed area 8-3/8" x 11-1/8". Live area 7"x 10". PLEASE COMPENSATE FOR BLEEDS WHEN CREATING PDF FILES.

PDF OUTPUT: If you are unfamiliar with PDF technology and outputting files for print, use the **PDF/X-1a:2001** output for best results. **NOTE:** If you create a PDF from the original version of InDesign, it incorrectly embeds fonts and your PDF file will need to be converted to a tiff prior to printing. This does not apply to later incarnations of InDesign software.

The resolution for **LINE ART** should be no less than 800dpi at the image's original size.

DIGITAL ADVERTISING: We accept digital advertising on CD ROM. **PLEASE DO NOT COMPRESS FILES.**

SOFTWARE SUPPORTED: QuarkXpress, Adobe Photoshop, Adobe Acrobat, and Adobe Illustrator.

PHOTOGRAPHS should be scanned at no less than 300 dpi. Set your digital camera setting to 300dpi.

SUPPLY ALL ART (EPS AND / OR TIFF) FILES THAT ARE USED IN YOUR DOCUMENTS

FULL COLOR must be saved as CMYK (not RGB). Please ensure that spot colors are turned off in Adobe Illustrator. Color ads should be created using CMYK, not spot color. All color ads must be accompanied by a full-size, high-resolution, film-based proof, or we are not responsible for color reproduction. Low resolution proofs will be accepted for black and white ads only. **DO NOT APPLY CUSTOM TRANSFER FUNCTION OR CUSTOM LINE SCREENS TO GRAPHIC FILES, OR CREATE COLORS OVER 299%.**

FONTS: Fonts must be supplied in Quark; converted to outlines in Illustrator; and rasterized in Photoshop; embedded in InDesign. Both printer and screen fonts must be supplied for Postscript fonts. (Bitmap & Outline)

PLEASE SUBMIT ADS IN THE CORRECT SIZE

PRODUCTION CHARGES: There is no charge for initial production and design of your advertisement. However if extensive changes or redesigns are requested there will be an extra charge of \$75 per hour for production time. We provide our customers black and white proofs of all ads that require production. High resolution color proofs are no longer available.

CHECK LIST FOR ADS SUBMITTED DIGITALLY

- | | |
|--|--|
| <input type="checkbox"/> Quark - Photoshop - Illustrator - PDF | <input type="checkbox"/> Color saved as CMYK, not RGB |
| <input type="checkbox"/> PDF file submitted correctly | <input type="checkbox"/> All art is included on disk, if applicable |
| <input type="checkbox"/> B&W PDFs saved as grayscale | <input type="checkbox"/> Fonts are supplied (Mac please) |
| <input type="checkbox"/> Photos scanned at 300 dpi or higher | <input type="checkbox"/> Fonts turned to outlines (Illustrator/Photoshop/InDesign) |
| <input type="checkbox"/> Line art scanned at 800 dpi | <input type="checkbox"/> Ad size is correct |
| <input type="checkbox"/> Photos & art saved as EPS, PDF, or TIFF | <input type="checkbox"/> No Pantone or spot colors |
| <input type="checkbox"/> Spot colors turned off in Illustrator | <input type="checkbox"/> In Photoshop, do not apply LZW compression |
| <input type="checkbox"/> | |

Do not use the palette to apply bold, italic, outline or shadow styles to fonts. These will not print correctly when sent to the press.

30-WORD LISTING CATEGORIES

(Available at no extra charge to advertisers buying a display ad.) Choose from categories listed below or call to suggest a new one. ATTACH EXTRA LISTINGS.

- | | | | | | | |
|----------------------------------|---------------------------|--------------------------------|------------------------------|-----------------------------|------------------------------|----------------------------|
| • ANTIQUES | • CLOTHING STORES | • FURNITURE | • KNITTING & YARN SHOPS | • PHOTOFINISHING | • SKI & SNOWBOARD | • TENNIS |
| • APPLIANCE/SALES/SERVICE | • COFFEE & TEA HOUSES | • GARDENING CENTERS | • LAND PLANNERS | • PHOTOGRAPHY | - Rentals & Demos | • TILE |
| • ARCHITECTS | • COMPUTERS & SOFTWARE | • GIFT SHOPS | • LANDSCAPE DESIGN | • PHYSICAL THERAPY | • SKI & SNOWBOARD | • TOILETS - Portable |
| • ARCHITECTURAL DESIGN | • CONVENIENCE STORES | • GOLF | • LAWYERS | • PHYSICIANS | - Retail | • TOURS & TOUR OPERATORS |
| • ART GALLERIES | • CRAFT GALLERIES | • GOLF - MINI GOLF | • LIGHTING | • PICTURE FRAMING | • SKI TUNING | • TOYS & GAMES |
| • ART SUPPLIES | • DELICATESSEN | • HAIR SALONS | • LIMOUSINES | • PIZZA | • SKIING - CROSS | • TRANSPORTATION |
| • AUTO - SERVICE, SALES, RENTALS | • DENTISTRY | • HARDWARE | • LOCKSMITH | • POOLS & SPAS | COUNTRY | • TRAVEL AGENCIES |
| • BAKERIES | • DESIGNERS - Residential | • HEALTH CARE | • MARKETS | • PRINTING | • SLEIGH RIDES | • VETERINARIANS |
| • BANKS - FINANCIAL SERVICES | & Commercial | • HEALTH CLUBS & SPAS | • MASSAGE & BODYWORK | • PROPERTY MANAGEMENT | • SNOWMOBILE TOURS | • VIDEO RENTALS/PRODUCTION |
| • BIKES/IN-LINE SKATES | • DOG TRAINING | • HORSEBACK RIDING | • MATTRESSES | • PSYCHOLOGY & | • SNOW REMOVAL | • WATER TREATMENT |
| • BLACKSMITHS | • DRY CLEANING & LAUNDRY | • HOT TUBS | • MOVIE THEATERS | • PSYCHOTHERAPY | • SPAS | • WEDDING FACILITIES |
| • BOOKSTORES | • EDUCATION & COLLEGES | • IN-LINE SKATING | • MUSIC | • REAL ESTATE & RENTALS | • SPECIAL ATTRACTIONS | • WINE & BEVERAGES |
| • BUILDERS & CONTRACTORS | • EMPLOYMENT SERVICES | • INNS & RESORTS | • NATURAL FOODS | • RESTAURANTS & NIGHTCLUBS | • SPECIALTY FOODS | • WINERIES |
| • BUILDING PRODUCTS | • ENGINEERS | • INTERNET SERVICES | • NEEDLEWORK | • RESTAURANTS & SPORTS BARS | • SPORTING GOODS | • YARN |
| • CAMERAS | • EXCAVATING | • INSURANCE | • NIGHTCLUBS & ENTERTAINMENT | • RUGS | • STAINED GLASS | • YOGA |
| • CANOES | • FISHING | • INTERIOR DESIGN & DECORATING | • OPTOMETRY | • SEAFOOD | • STORAGE | |
| • CARPET CLEANING | • FITNESS EQUIPMENT | • JEWELRY | • PACKING & SHIPPING | • SEPTIC SERVICE | • TAXIS | |
| • CATERING | • FLOORS | • KENNELS | • PEST CONTROL | • SEWING | • TELEPHONES | |
| • CHIROPRACTORS | • FLORISTS & FLOWERS | • KITCHEN & BATHS | • PETS & PET SUPPLIES | • SHOE STORES | • TELEVISION - SALES/RENTALS | |
| • CHURCHES & SYNAGOGUES | • FUEL | | • PHARMACY | • SKI RESORTS | • TELEVISION - SATELLITE | |

Category: _____

Copy: Fill in the copy for your 30-word listing below. Do not include the name of your business. Phone number = one word.

COPY BEYOND 30 WORDS IS SUBJECT TO EDITING

/	/	/	/	(5)
/	/	/	/	(10)
/	/	/	/	(15)
/	/	/	/	(20)
/	/	/	/	(25)
/	/	/	/	(30)

SECTION 8: PLEASE SIGN THIS INSERTION ORDER

SIGNATURE/DATE

ATTACH ADDITIONAL 30-WORD LISTINGS HERE

Category: _____

/	/	/	/	(5)
/	/	/	/	(10)
/	/	/	/	(15)
/	/	/	/	(20)
/	/	/	/	(25)
/	/	/	/	(30)

Category: _____

/	/	/	/	(5)
/	/	/	/	(10)
/	/	/	/	(15)
/	/	/	/	(20)
/	/	/	/	(25)
/	/	/	/	(30)