

# ADVERTISING INSERTION ORDER & INVOICE

## PREPAID RATES DUE WITH INSERTION

# STOWE

GUIDE & MAGAZINE

Winter / Spring  
2022-23

BUSINESS NAME: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Email, for proof: \_\_\_\_\_

Phone: \_\_\_\_\_

### FULL COLOR PRICING

	Prepaid*	Billed	
<input type="checkbox"/> Full Page (7 x 10")	\$1550.	\$1725.	_____
<input type="checkbox"/> 2/3 Page (4 9/16 x 10")	\$1225.	\$1375.	_____
<input type="checkbox"/> 1/2 Page <input type="checkbox"/> Horizontal (7 x 4 7/8")	\$985.	\$1105.	_____
<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")	\$775.	\$900.	_____
<input type="checkbox"/> 1/6 Page <input type="checkbox"/> Vertical (2 3/16 x 4 7/8")	\$600.	\$680.	_____

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")	\$1200.	\$1300.	_____
<input type="checkbox"/> 2/3 Page (4 9/16 x 10")	\$1000.	\$1100.	_____
<input type="checkbox"/> 1/2 Page <input type="checkbox"/> Horizontal (7 x 4 7/8")	\$800.	\$900.	_____
<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")	\$600.	\$725.	_____

### CAMERA-READY DISCOUNT

(Cost of ad minus 10%)

NEW AD COMING: Agency \_\_\_\_\_  PICKUP-ISSUE: \_\_\_\_\_ **ADS DUE SEPT. 30**

### 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):	\$235.	\$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

# 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.

**ALL COPY 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)
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/	/	/	/	(30)