



Snowmobile Vermont magazine is the official publication of The Vermont Association of Snow Travelers and is published five times a year with an additional supplement publication, the "Snow Traveler's Guide to Vermont."

Snowmobile VERMONT

2021/22 ROP Rates

* Rates reflect a per issue insertion

Premium Pages	1X	3X	5X	6X
Premium Back Cover	\$2,100	\$1,900	\$1,700	\$1,500
Premium Inside Covers	\$1,900	\$1,700	\$1,500	\$1,200

Size	1X	3X	5X	6X
Full page	\$1,500	\$1,350	\$1,200	\$1,000
2/3 page	\$1,200	\$1,100	\$1,000	\$950
1/2 page	\$985	\$910	\$860	\$800
1/3 page	\$710	\$660	\$635	\$600
1/6 page	\$510	\$460	\$435	\$400
1/12 page square	\$310	\$265	\$240	\$200

Lodgings, Dining & Real Estate

Size	1X	3X	5X	6X
Full page	\$1,500	\$1,350	\$1,200	\$1,000
1/2	\$860	\$820	\$760	\$700
1/4	\$430	\$410	\$380	\$350
1/8	\$260	\$230	\$210	\$175



Print Deadlines

Issue	Deadline	Mail
Summer '21	July 16	Aug. 23
Traveler's Guide	Aug. 13	Sept. 22
Fall '21	Sept. 17	Oct. 17
Early Winter '21	Nov. 12	Dec. 15
Winter '22	Jan. 14	Feb. 16
Late Winter '22	Mar. 11	April 18
Summer '22	July 16	Aug. 23

Questions?

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www.vtvast.org

Marketplace Rates

Small economy ads in the back of the magazine



Marketplace Rates

Size	1X	3X	5X	6X
Platinum (1.688 w x 4.75 h)	\$200	\$185	\$165	\$160
Gold (1.688 w x 3.532 h)	\$145	\$135	\$125	\$120
Silver (1.688 w x 2.323 h)	\$100	\$95	\$85	\$80
Bronze (1.688 w x 1.094 h)	\$75	\$70	\$65	\$60



Snowmobile
VERMONT

VERMONT ASSOCIATION OF SNOW TRAVELERS



2021/22 Advertising Insertion Order

Business Name _____

Contact Name _____

Mailing Address _____

Phone _____

Town, State & Zip _____

Email _____

Website _____

Issue	Size	Cost <i>(Varies based on # of issues. See Rate Card)</i>	Note/Special Instructions
Traveler's Guide '21/22	_____	_____	_____
Fall '21	_____	_____	_____
Early Winter '21	_____	_____	_____
Winter '22	_____	_____	_____
Late Winter '22	_____	_____	_____
Summer '22	_____	_____	_____

All ads are accepted based on the assumption that the advertiser or agency is authorized to place advertisements. VAST shall not be liable for any claims based on contents or subjects of advertisements. VAST assumes that an advertiser has secured the right to use any photographic images contained in an ad, as well as the consent of any person(s) who may be pictured. VAST is not liable for any costs or damages if for any reason VAST fails to publish an advertisement, nor responsible for errors in ads that are provided to the VAST as "camera ready". All advertising material is subject to approval and placed at the discretion of the VAST. VAST reserves the right to reject or cancel any advertising for any reason at any time, without liability. Advertisers and their agencies are jointly and severally liable for payment of advertising space ordered and published, production charges, and any collection or legal costs incurred. I acknowledge and accept these terms and conditions.

VAST encourages advertisers to take advantage of our prepayment discount of 5%. Further, we remind VAST advertisers that our standard terms are net 30 days and all balances must be satisfied before an insertion order is placed in a future issue.

Authorized Signature _____ Date _____

Bill Me Check

Prepay NOW and take and additional 5% off!

Credit Card Charge Total Contract \$ _____ Charge Per Issue \$ _____

Credit Card _____ Exp _____ CCV Code _____

Name on Card _____

Email completed insertion order to: advertising@vtvast.org

Or mail to: Snowmobile Vermont magazine, 26 Vast Lane, Barre, VT 05641 • Fax: 802-223-4316