



# Engage with Vermont's Snowmobiling Community!

## Snowmobile Vermont Magazine

Our publication is the premier magazine dedicated to the vibrant snowmobiling culture in Vermont. As an official publication of the Vermont Association of Snow Travelers (VAST), our magazine offers:

- **Engaging Editorial Content:** Stay informed with the latest industry news, club projects & events, and in-depth human interest stories that capture the heart and soul of snowmobiling in Vermont.
- **Focus on Lifestyle:** Connect with the lifestyle and culture of the snowmobiling community through our expertly curated articles and features.

Snowmobile Vermont is an essential resource for passionate snowmobilers planning their winter adventures. Our magazine ensures your business reaches this dedicated audience effectively:

- **Printed Edition:** Our magazine reaches Vermont's most engaged tourist demographics through a strategic distribution network. You can find it at Vermont Interstate Welcome Centers, Regional Chambers of Commerce, select Vermont country stores, lodgings, restaurants, and snowmobile and powersports dealerships. Additionally, we deliver directly to the mailboxes of many of our members, ensuring your business is placed right in the hands of passionate and committed riders planning their winter adventures.
- **Digital Edition:** Available on our website and emailed to our members, the digital edition features live links to your business, providing direct access with just a click.

## Annual Snow Traveler's Guide To Vermont

Our comprehensive Snow Traveler's Guide is distributed widely, ensuring maximum visibility for your business:

- **Availability:** Find our guide at New England Bass Pro Shops & Cabela's, Interstate Welcome Centers, local businesses, restaurants, lodgings, and major trade shows across six states.
- **Targeted Listings:** Snowmobilers use our guide to find places to stay, eat, and refuel. Featuring ads and free listings for on-the-trail businesses offering food, gas, lodging, or dealer services, it delivers riders directly to your doorstep.

*Join us in celebrating and supporting the snowmobiling lifestyle in Vermont. Advertise with VAST and connect with a community that values adventure, camaraderie, and the Vermont winter experience!*

**For more information on advertising opportunities, contact:**

**advertising@vtvast.org or call 802-229-0005 option 3 for Beth Flint, Technology & Media Manager**





# Snowmobile VERMONT

## 2024/25 Rates

All Rates Include FREE Ad Design!\*

**FULL PAGE**

8.375 X 10.875  
(TRIM)

8.625 X 11.125  
(W/BLEED)

**1/2 PAGE**

7.124 W X 4.717 H

<b>1/3 PAGE</b>	<b>1/6 PAGE</b>
4.686 W X 4.717 H	2.248 W X 4.717 H

<b>1/4 PAGE</b>	<b>1/8 PAGE</b>
3.466 w X 4.717 h	3.466 W X 2.263 H
<b>PLATINUM</b>	<b>GOLD</b>
<b>SILVER</b>	<b>BRONZE</b>

Section/Size	Design Size	Price Per Ad
<b>Covers</b>		
Inside Covers & Back Page	8.625 w x 11.125 h w/bleed	\$1,700
<b>Premium Pages</b>		
Full page	8.375 w x 10.875 h	\$1,500
2/3 page	4.686 w x 9.625 h	\$1,300
1/2 page	7.124 w x 4.717 h	\$1,075
1/3 page	4.686 w x 4.717 h	\$800
1/6 page	2.248 w x 4.717 h	\$500
<b>Lodging, Dining &amp; Real Estate</b>		
Full page	8.375 w x 10.875 h	\$1,500
1/2 page	7.124 w x 4.717 h	\$875
1/4 page	3.466 w X 4.717 h	\$475
1/8 page	3.466 w x 2.263 h	\$300
<b>Marketplace (small economy ads in back)</b>		
Platinum	1.688 w x 4.75 h	\$250
Gold	1.688 w x 3.532 h	\$200
Silver	1.688 w x 2.323 h	\$150
Bronze	1.688 w x 1.094 h	\$100

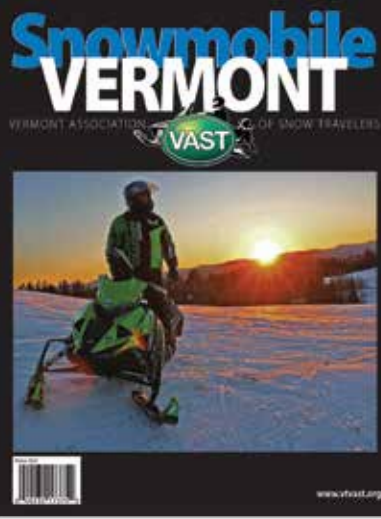
## Deadlines

Issue	Deadline	Mail
Traveler's Guide '24-25	Aug. 15, 2024	Sept. 25
Early Winter '24	Oct. 15, 2024	Nov. 18
Winter ' 25	Dec. 16, 2025	Jan. 16
Late Winter '25	Feb. 14, 2025	Mar. 17

(802) 229-0005 x 116 | advertising@vtvast.org

[www.vtvast.org](http://www.vtvast.org)

\*or you may supply your own camera-ready file if you wish



# Snowmobile VERMONT

VERMONT ASSOCIATION OF SNOW TRAVELERS

## 2024/25 Advertising Insertion Order

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ Phone \_\_\_\_\_  
 \_\_\_\_\_ Email \_\_\_\_\_  
 Town, State & Zip \_\_\_\_\_ Website \_\_\_\_\_

Issue	Size	Cost	Note/Special Instructions
Traveler's Guide '24/25	_____	_____	_____
Early Winter '24	_____	_____	_____
Winter '25	_____	_____	_____
Late Winter '25	_____	_____	_____
<b>TOTAL</b>		_____	

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 get 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](mailto:advertising@vtvast.org)**  
**Or mail to: Snowmobile Vermont magazine, 26 Vast Lane, Barre, VT 05641 • Fax: 802-223-4316**