ESTABLISHED 1872 • RE-ESTABLISHED 1972

The Quechee Times

Good People ∞ Good Places ∞ Good Things Happening

2017 MENU OF ADVERTISING OFFERINGS

Engaging Display Ads

1/8-page:	$195	4.25"h x 2.75"w
1/6-page:	$298	4.25"h x 3.70"w
1/4-page:	$397	4.25"h x 5.63"w
1/3-page:	$568	8.75"h x 3.70"w
3/8-page:	$592	4.25"h x 8.50"w
1/2-pg horiz:	$698	8.75"h x 5.63"w
1/2-pg vert:	$698	4.25"h x 11.375"w
Full-page:	$1355	8.75"h x 11.75"w

CHOOSE A THEME...
Your Green Spaces
People and Pets/Animals Rule!
Community Impact • Good Job!
A Day in the Life • Good Idea!
Village Elders • Our Mother Earth
Soul of Money • Local Sports
Good Business! *(2 pages)*
The Arts *(back cover)*
Goodness InDeed

Specialty Pages

4x contract required

Daily Life Savers: *$125 per ad slot*
This affordable option is only available to select micro-businesses and will post to our website with hyperlinks to advertiser.
4.25" h x 2.45"v ads

Local Good Eats: *$175 plus $150 gift card*
Each advertiser will also receive frequent posts with positive dining comments on our website and social media pages.
4.25" h x 3.35"v ads

Some of our advertisers are eligible to be featured in our new **Good Business** section as a reward for their longstanding loyalty. *Find out how you may qualify!*

Be the Bearer of Good News!

Inspiring Themed Sponsorships

Exclusive Full Page: $1400, $1200 and $1000 levels
Co-sponsor Options:* 2 sponsors: $700 each
*Special Bonus, Mixed Media add-ons apply. 3 sponsors: $467 each
See reverse for details. 4 sponsors: $350 each

The Full Package

A) Exclusive right to the page, with a prominent **branding banner** at the bottom of the page.

B) Free space on the ***Spotlight On Our Sponsors*** page (¼ page article or display ad).

C) In-depth article in each issue about the sponsor posted on www.thelebanontimes.com/sponsors.

D) Frequent short posts about the sponsor on our **social media pages**, with links to our websites and to the advertiser's.

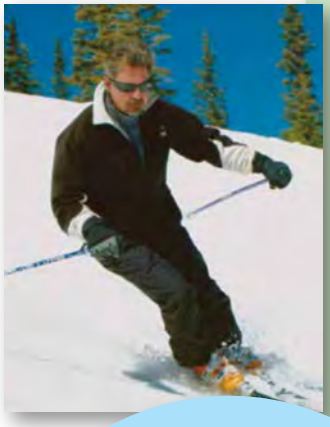
E) Get further reach! Sponsored article will also be posted on the **DailyUV**.

F) Sponsor may elect to be a featured guest on one of our monthly **CATV talk show** slots.
Teaser content video clips will be posted on our website, and on the DailyUV site, and will be available to the sponsor. Publicity aired in each paper.

G) Exclusive invitation for 2 to our quarterly **Open Mind Dinners**. (Ask your marketing specialist for more information.)

- $1400 sponsors receive all of the options above.
- $1200 sponsors receive options A-F, plus a 1/6-page slot on Spotlight page.
- $1000 sponsors receive options A-E, plus a 1/6-page slot on Spotlight page.
- Full-page display advertisers will also receive #C-G of the options above.

IT'S GOOD FOR ALL



Host-Your-Own-Column Space

Half page vertical column: $525
500 words with 1 photo/graphic;
or 700 words with no photo

Quarter page column: $275
175 words with 1 photo/graphic;
or 275 words with no photo

Each column will include a banner ad for sponsor branding and "free" article space (to be submitted by advertiser within editorial guidelines).
Banner dimensions: 4.25"w x 1.5"h

Community Do-Gooders' Space

Half page article space: $350
600 words with 1 photo/graphic;
or 800 words with no photo

Quarter page article space: $200
300 words with 1 photo/graphic;
or 400 words of text with no photo
Or: Quarter page display ad – $250

Must commit to 4x run. Organization to supply article or additional fees will apply as applicable.

Published only 4 times a year...
so don't wait to reserve your space in the upcoming issue!
Contact our advertising and mixed-media specialists who will help you tell your most compelling and community-minded story. Reach thousands of Upper Valley readers in some of the area's most highly desired markets!
Contact us today!

Bonus Levels
Mixed Media Add-ons

Choose either 10% discount OR...

Audio Level $195-$298:
2-minute audio recorded interview aired on our website to rotate throughout the quarter or free small rotating ad.

Video Level $397-$568:
2-minute video clip aired and rotating on our website. An additional rotating ad on our website is included.

Deep Dive Interview level $592-$698:
15-minute podcast interview posted to our website and social sites (1 or 2 sessions per quarter); plus, rotating ad on all four websites.

4x contract required. All prices listed are per insertion.

Deliver good news to these communities

Village Green PUBLISHING

802-698-8184 ∞ advertise@villagegreenpublishing.com ∞ www.villagegreenpublishing.com

Established 1872 • Re-established 1972

The Quechee Times

Good People ∞ Good Places ∞ Good Things Happening

2017 RATES AND DEADLINES

Celebrating 45 Years OF Great News

Serving the community of Quechee, Vermont since 1972

	Reserve space by	*Artwork completed by*	*Mail date*
Winter-Spring	Jan 20	Jan 27	Feb 15
Summer	Mar 31	Apr 14	May 15
Fall	Jul 7	Jul 21	Aug 15
Holiday	Oct 6	Oct 20	Nov 15

How and Why

The *Quechee Times* was established in December 1972 by the original developer of Quechee Lakes, L. John Davidson, to be used as a marketing tool for potential real estate customers. He got the idea to use a community newspaper format after he found a single issue copy of the original *Quechee Times*, dated Dec. 1872, in the basement of one of Quechee's historic Main Street homes. The paper has since morphed into more of a community "journal" that helps keep the full-time and seasonal residents of Quechee connected to each other and to the "good people, good places and good things happening" in and around town and beyond. And, we wanted them to get it for free!

The Stats

With over 2500 copies printed quarterly, every address in Quechee and every Quechee Lakes Landowner member are mailed a copy no matter where their primary residence happens to be. Extras are distributed to area hot spots like the Quechee Club, local real estate offices, local inns and b&bs, local markets and shops and other locations throughout the Upper Valley. We also mail a copy to all of our advertisers.

Some Details and Extra Stuff

Our rates are very reasonable because we know that doing business in a small town is an act of give-and-take. For our basic display ad rates, see the diagrams on this page. For full-year commitment and other seasonal specials, please contact our advertising and marketing specialist. Our team has been doing this for years and we know what works in our markets.

Other fun ways to reach our interesting and interested audience (see our new menu of offerings):

Themed sponsored pages
Website specials
Social media posts and links
Video content
Themed events
Design services

Sizes/Rates

Vertical tabloid format
Trim size:
9.25" wide x 12.25" deep

FULL PAGE
$1355
8.75"w x 11.75"h
No bleeds

Vertical
4.25"w x
11.375"h

HALF PAGE
$698

Horizontal
8.75"w x 5.63"h

1/4 PAGE
$397
4.25"w x
5.63"h

1/8 PAGE
$195
4.25"w x
2.75"h

1/3 PAGE
$568
8.75"w x 3.7"h

1/6 PAGE
$298
4.25"w x
3.7"h

All ad costs are per ad/per insertion

Village Green PUBLISHING

The Quechee Times · The Norwich Times · The Lebanon Times · Northeast Journal

802-698-8184 or 888-868-7192 ∞ advertise@villagegreenpublishing.com ∞ www.villagegreenpublishing.com

Unlimited Opportunities to Inspire Positive Community

SPONSORSHIP IS GOOD FOR BUSINESS

Sponsoring a themed page is a unique way for businesses to showcase their company's mission and values. Already a successful option for advertisers, sponsorship pages are individually themed with a variety of topics from which to choose. This allows businesses to really align their own philosophy with that of the theme to create a positive, feel-good association between the two.

Themes like *Goodness InDeed, People and Pets, For the Love of It,* the *Green Page,* etc. are options that have already appeared in some of our issues. As long as the focus is on a positive, inspiring and/or community-building topic, the sky's the limit for custom themes.

Businesses love this opportunity because they receive the exclusive right to have their name and contact information on a prominent banner at the bottom of the page (see mini samples on this page). Readers are also directed to read more about the sponsor on the *Spotlight On Our Sponsors* page which provides approximately a quarter page of free publicity for the sponsor. Oftentimes, sponsors will choose to feature the good work of an employee or will discuss the community service work in which the company is engaged. This allows readers to really connect with the business on an emotional level... which is really good business!

A SAMPLING OF THEMES

Goodness InDeed This special page features an individual or organization that does particularly good work for the community. Rarely do these unsung heroes get the recognition they deserve. On this page, the sponsor recognizes the priceless value these subjects have on influencing the overall welfare of this community. The sponsor company is a hero, as well, by putting its money where its mouth is and honoring this Goodness InDeed feature page.

People & Pets An all-photo, collage-like page, this theme begs the question: who can resist the charm of seeing pets and the people who love them? This is a favorite for all ages and will surely receive a great deal of feel-good traffic for the special sponsor.

Green Page It's more than a bandwagon, it's our duty and we are on it in mind, body and spirit (our stock is recycled and we use soy inks). Any company who takes pride in its own green initiatives and eco-friendly practices would do well to sponsor this page. The topics range from homes and businesses going solar to the many values of having local food and farmers markets.

A Day in the Life Let's admit it, everyone likes a sneak peek every now and then, and that's what A Day In The Life is all about. How about that fly-on-the-wall syndrome? Or, just the opportunity to look at something ordinary with an insider's perspective? This page fulfills all. With a photo essay covering everything from a midnight plowing stint by the town road crew to documenting the first day back to school from the eyes of local elementary school kids, A Day In the Life offers up a literal snapshot of everyday life in a community.

If you are interested in any of these sponsorship options or would like to discuss other themes of interest, please contact Jen MacMillen, publisher, by calling 802-698-8184 or by emailing her at *publisher@villagegreenpublishing.com.*

A DAY IN THE LIFE

Town Meeting: The Most Respectable Congress

SPOTLIGHT ON OUR SPONSORS

ALICE WILLIAMS INTERIORS

Treating Best Friends

GOOD FOR YOU

Healthy By Design

OUR AGREEMENT

YOUR INFORMATION

Advertiser/Business Name: _____

Contact Name: _____

Mailing Address: _____

Telephone: _____ Email Address: _____

Preferred contact method: ☐ Email ☐ Phone

Billing Address (if different): _____

How would you like to receive your invoices? Check if you prefer ☐ US Mail ☐ Email

List your Billing Email if different from above: _____

YOUR CHOICES

Choose one or more issue:

☐ QT ☐ NT ☐ LT ☐ NEJ

☐ Winter/Spring ☐ Jan/Feb

☐ Summer ☐ Mar/Apr

☐ Fall ☐ May/Jun

☐ Holiday ☐ Jul/Aug

☐ Sep/Oct

☐ Nov/Dec

Choose one size/orientation:

☐ Full page ☐ 1/6 page – Dining Guide*

☐ 1/2 page ☐ 1/9 page*

☐ 1/3 page ☐ 1/12 page*

☐ 1/4 page ☐ 2/9 page*

☐ 1/6 page *NEJ only

☐ 1/8 page

☐ Vertical ☐ Horizontal

Choose one:

See Rate Sheet for pricing options

☐ Display ad

☐ Specialty pages

☐ Daily Life Saver

☐ Local Good Eats

☐ Sponsor options

☐ Host Your Own Column

☐ Do Gooders space (non-profit)

Special Placement Request (subject to 10% upcharge): _____

☐ Please create my ad**

☐ Ad will be supplied by advertiser/agency. High resolution PDF is preferred. JPG, TIF, EPS accepted. CMYK only.

☐ Repeat previous ad from _____ issue.

☐ Repeat previous ad from _____ issue and make changes indicated below.**

Notes:

Cost per ad: _____

# of issues for the year: _____

Extra charges or discounts: _____

Total: _____

** Graphic design charges will apply.

YOUR YES!

Signed: _____ Date: _____