



## ADVERTISING GUIDELINES

Vermont Retail & Grocers Association  
 148 State Street • Montpelier, VT  
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### MONTHLY SALES SLIP

<b>ADD \$65 FOR COLOR</b>	<b>PRINTED 8.5" x 11"</b>	<b>FOLDED 8.5" x 5.5"</b>
<b>1/4 page</b>	<b>HORIZONTAL 4.5" wide x 1.875" tall</b>	<b>VERTICAL 2.25" wide x 3.75" tall</b>
SINGLE ISSUE.....\$79	6+ ISSUES.....\$69	12+ ISSUES.....\$65
<b>1/2 page</b>	<b>HORIZONTAL 4.5" wide x 3.75" tall</b>	<b>VERTICAL 2.25" wide x 7.5" tall</b>
SINGLE ISSUE.....\$115	6+ ISSUES.....\$99	12+ ISSUES.....\$95
<b>FULL PAGE - INTERIOR 4.5" wide x 7.5" tall</b>	<b>FULL PAGE - COVER 5" wide x 8" tall</b>	<b>ALL ADS SHOULD BE A HIGH RESOLUTION .PNG</b>
SINGLE ISSUE .....\$149	6+ ISSUES.....\$135	12+ ISSUES.....\$125
<b>INSERT 8.25" wide x 10.75" tall</b>	<b>SINGLE SIDED.....\$210</b>	<b>DOUBLE SIDED.....\$250</b>

- This is mailed and emailed to over 600+ members the first week of each month.
- **Copy & ads are due the 20th of each month for the following months publication.**
- The emailed version can have copy and images linked anywhere. Please send specific URLs with your placement.
- We cannot print with a full bleed so the above sizes include negative space around your ad or insert.
- Our wrap prints in full color and our interior prints in black and white, unless otherwise noted.
- Color ads are an additional \$65 and will be placed on the inside front or back cover based on space available.
- Mail pre-made inserts to our offices or ask about printing costs. Price will vary by month to reflect increases in membership.
- Members may place classifieds ads for **FREE**. Non-members will be charged \$25.

### LEGISLATIVE UPDATE WEEKLY E- NEWSLETTER

- Sent between January and May, **often on a Friday**, providing pertinent legislative developments that impact the retail and grocery industry. **Send 1 file for all weeks or a new file on each Monday during the 8 weeks.**
- File should be high resolution at 600 pixels wide and 150 pixels high in a .png format.

### WEBSITE

- Be one of three logos on vtrga.org. Send us an .eps or high resolution .png file of your logo.
- \$100 per month for a maximum of 6 months at a time.

### SOCIAL MEDIA

Have an event, job posting, article, press release, item for sale? We will promote this on facebook or twitter for FREE! Email us info.

### EVENT SPONSORSHIP

VRGA hosts several events throughout the year. Each event has a variety of ways to get your name in front of industry leaders and potential business partners. Contact us for an in-depth description and cost of each opportunity.

**FEBRUARY** Legislative Day

**APRIL** Convention & Expo

**JUNE** Scholarship Golf Outing

**SEPTEMBER** Fall Golf Classic

**OCTOBER** Best Bagger Competition

### SUBMIT YOUR OWN AD or HAVE ONE CREATED

#### ADS CREATED BY YOU

- We use Microsoft Publisher and occasionally Adobe CS4 applications. Mac or PC files are acceptable.
- We need a .png file. If you send an .ai, .eps, or .pdf file we will have to convert them to .png. We can accept a .jpg or .tiff but cannot guarantee clarity.
- All files should have a resolution of 300+ dpi and a transparent background where applicable.

#### ADS CREATED BY VRGA

- Send original photo files (screen grabs or photo copies will not create high quality images) or past ads.
- Clean logos, as .ai or .eps files. If not, please send Business cards/letterhead/etc for us to pull from.
- We appreciate any direction in selecting an image you can supply.

### SENDING FILES

Depending on your service provider you can send as an attachment in an email, send via dropbox or hightail to heather@vtrga.org.