



ADVERTISING GUIDELINES

Vermont Retail & Grocers Association
 148 State Street • Montpelier, VT
 heather@vtrga.org • 802.839.1928

MONTHLY SALES SLIP

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

- 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.