



ADVERTISING GUIDELINES

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

MONTHLY SALES SLIP NEWSLETTER

Ads must be to the exact size stated below:	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	ADD \$65 FOR COLOR
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 sent to 1,300 contacts comprised of VRGA & VSFA membership approximately the 15th of each month.
- Copy & ads are due the 1st of each month for that months publication.
- The emailed version is full color and your copy or advertisement can link anywhere. Please send specific URLs with your placement.
- We cannot print with a full bleed so the above sizes include .25" 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.
- Inserts: To be included in the email they should be sent to us as an image file or .pdf. To be mailed to members we need copies of these sent to us in advance.
- Members may place 200 word 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.
- Your file should be a high resolution image file at 600 pixels wide and 150 pixels high.

WEBSITE

- Be one of three logos on the vtrga.org homepage. 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 or item for sale? We will promote this on facebook or twitter for FREE! Email us at info@vtrga.org.

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, customers and potential business partners. Contact us for an in-depth description and cost of each opportunity.

FEBRUARY Legislative Day

JUNE Scholarship Golf Outing

SEPTEMBER Fall Golf Classic

OCTOBER Best Bagger Competition

COMING SOON Regional Events

SUBMIT YOUR OWN AD or HAVE ONE CREATED

ADS CREATED BY YOU

- We use Microsoft Publisher to create all promotional materials and can not modify what you send us in any other format.
- 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