

## Advertising and Promotional Opportunities



Our Information and Welcome Centers provide Vermont businesses, lodging properties, and attractions with the opportunity to connect with travelers through eye-catching displays, brochures, interactive kiosks, and by phone. These promotional opportunities are provided at an affordable cost and help to support the ongoing operations of the centers.

Vermont's Information and Welcome Centers serve an estimated 10,000 people each day, and are an important planning resource utilized by Vermont visitors. In a state absent of billboards and with limited directional signage, we serve the purpose of providing helpful, courteous and knowledgeable information to our visitors.



## About Vermont Visitors (Source: Department of Tourism and Marketing, Visitor Profile Survey, 2007)

Vermont Visitor Demographics							
Age	%	Marital Status	%	Education	%	Household Income	%
18-24	1%	Single	10%	High school grad	9%	Less than \$40,000	7%
25-34	9%	Married	81%	Some college	30%	\$40,000 to less than \$70,000	22%
35-44	18%	Previously married	7%	College degree	26%	\$70,000 to less than \$100,000	21%
45-54	30%			Post graduate	32%	\$100,000 to less than \$150,000	19%
55-64	26%					\$150,000 or more	10%
65+	9%						

Over 75% of visitors travel to Vermont using a car, motorcycle, or RV.

89% of visitors spend at least 1 night in Vermont  
 50% - Hotel  
 28% - Bed & Breakfast or Inn  
 10% - Campground

### What do Vermont visitors like to do?

74% of visitors cited vacation as their primary reason for visiting Vermont. The top 3 activities of Vermont visitors are Shopping (93%), Rest/relaxation (92%), and Viewing/learning/cultural (79%).

## Pricing/Rate Structure for Vermont Information Centers Panel Advertising

Standard advertising rates are bi-annual and are based on a per visitor, or impression, cost. Depending on the location of some advertising panels, a premium rate may apply. Standard rates are shown below by Center, by size. Rates include cost of panel production.

All panels will be fixed to the walls or display structures (except for the 16" x 44" which are free standing) and are located in high traffic areas of the centers (i.e. near restrooms, at/in entry and exit-ways, near coffee/refreshment stations).

	Visitor traffic <sup>1</sup>	17" x 22"		18" x 24"	22" x 28"		24" x 36"		16" x 44"		40" x 30"	
		6 Mo.	1 Year	1 Year	6 Mo.	1 Year	6 Mo.	1 Year	6 Mo.	1 Year	6 Mo.	1 Year
Bennington	89,494	–	–	\$500	–	–	–	–	–	\$723	–	–
Derby Line	174,301	\$290	\$493	–	–	–	\$386	\$657	\$483	\$821	\$579	\$985
Fair Haven	148,184	\$255	\$434	–	–	–	\$340	\$578	\$425	\$723	\$510	\$867
Guilford	631,945	\$1,023	\$1,739	–	–	–	\$1,364	\$2,319	\$1,705	\$2,899	\$2,046	\$3,479
Hartford	318,980	–	–	–	\$550	\$900	–	–	–	–	–	–
Randolph	293,546	\$403	\$686	–	–	–	\$538	\$915	\$672	\$1,143	\$807	\$1,372
Sharon	446,709	\$627	\$1,066	–	–	–	\$836	\$1,421	\$1,045	\$1,776	\$1,254	\$2,131

<sup>1</sup>Visitor traffic data is for January 2014 through December 2014.

- Discounts will apply to multiple advertisements.
- Panels may also be purchased as a cooperative ad, featuring multiple businesses.

## File Formats

Acceptable file format is Adobe Portable Document Format (.pdf).

The vendors CANNOT print with files from Pagemaker, Microsoft Publisher, Microsoft Word or Microsoft PowerPoint. These files are not suitable for large format printing and if submitted will require charges for recreation. Minimum print resolution is 150dpi at full size. **Do not rasterize vector type whenever possible.**

## Recommendations for Advertisers

1. Include directional information such as the highway exit number, street name and number, and town.

*Remember that the visitors seeing your ad are mid-journey – stepping away from their car for a quick break before returning to their travels. They (and the Information Center staff) will need simple directional information to find you when they get back on the road.*

2. Use attractive, eye-catching photography and images.

*Vermont's Information and Welcome Centers are much more than a rest stop. Many of the buildings showcase Vermont through their architecture, award-winning photography, and beautifully crafted displays. It is important to keep the context of each center in mind when creating your ad.*

3. Consider both visitors and locals in your message.

*Vermonters make up a fair share of the traffic seen in our highway Welcome and Information Centers. Keep these locals in mind when making your advertising decisions and crafting your messages.*

## Order information

Contact: Vermont Information Center Division, Lisa Sanchez (802) 793-9918 or E-mail: [lisa.sanchez@state.vt.us](mailto:lisa.sanchez@state.vt.us) to place an order in one or more State of Vermont Information and Welcome Centers.