Brochure and Marketing Opportunities at Vermont's Information Centers

2022–2023 Registration Form

Bennington Welcome Center

VERMONT

VERMONT INFORMATION CENTERS DIVISION

informationcenter.vermont.gov

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State of Vermont

Department of Buildings & General Services

Vermont Information Centers Division

BROCHURE PROGRAM

134 State Street

Montpelier, VT 05633-2201

TO: Brochure Program Customers

FROM: Jody Petersen, Brochure Program Administrator

SUBJECT: 2022–2023 Brochure Registration Form

The Vermont Information Center Division hosts over 4,000,000 visitors in our statewide network of 18 visitor centers annually. People from all over the world come to Vermont to enjoy our New England hospitality, our four seasons, our incredible Vermont products, foods, craft beer, wonderful eateries and to stay in our lovely inns, restaurants and B&Bs. They come to shop, enjoy our high quality of life, visit a swimming hole, ride a bike, ski, tube down a river, paddle board and more. They come to see our museums, our community festivals, for theater and to sip our wines and taste our mouthwatering variety of artisanal cheeses. They come to see us make our famous maple syrup and ice cream, to visit our breathtaking beautiful towns and villages, to meet us and eat a creemee. Vermont has it all and the Information Center Staff promotes Vermont's businesses and attractions every day in our centers. Vermont's State Visitor Centers are the billboards you won't see on our highways. To learn more about what Vermont's Visitor Centers are all about and how they can help you promote your interests, visit us at informationcenter.vermont.gov.

2022 – 2023 BROCHURE PROGRAM

PROGRAM FEATURES AND IMPORTANT INFORMATION

Vermont Attractions Association Members (VAA)

The Vermont Brochure Program partners with the VAA in eleven centers: Bennington, Berlin, Fair Haven, Hartford, Guilford, Montpelier, Sharon, Waterford, Williston North and Williston South.

If you are a member of the VAA **and** are registered with the Vermont Brochure Program in any of the designated centers, your material will be displayed in the VAA designated section.

Cost Calculation

Our registration fee is based on five factors: 1) the choice of centers, 2) the number of months you chose to display, 3) the quantity you intend to have us distribute, 4) the size of your publication and 5) the weight of your publication. (See Registration forms 1&2 for more detail)

Low Inventory Notification

You will receive email notification from the brochure program administrator Johanna (Jody) Petersen should your inventory run low. This notification is sent to alert you to replenish your inventory with our warehouse and does not indicate our centers are out.

Assume the Sale

We value your participation in the Vermont Brochure Program, and we recognize you rely on us to ensure your uninterrupted presence in our centers. Therefore, we assume the sale and will re-register each client at the beginning of the brochure year (May 1) unless you inform us in writing that you wish to “opt out.” Doing so allows for a continued presence in our centers as each registration year transitions to the next.

For More Information

To learn more about these exciting marketing opportunities, contact Jody Petersen at 802-793-1794, or at Johanna.Petersen@vermont.gov.

OUR CENTERS

Hartford Welcome Center

Williston North Information Center

The Vermont Information Center Division provides an excellent opportunity to capture the attention of over four million travelers who pass through our 18 centers statewide. Our centers provide you with a direct link to the traveling public, offering exposure for your products or services.

Sharon Welcome Center

Fair Haven Welcome Center

Waterford Welcome Center

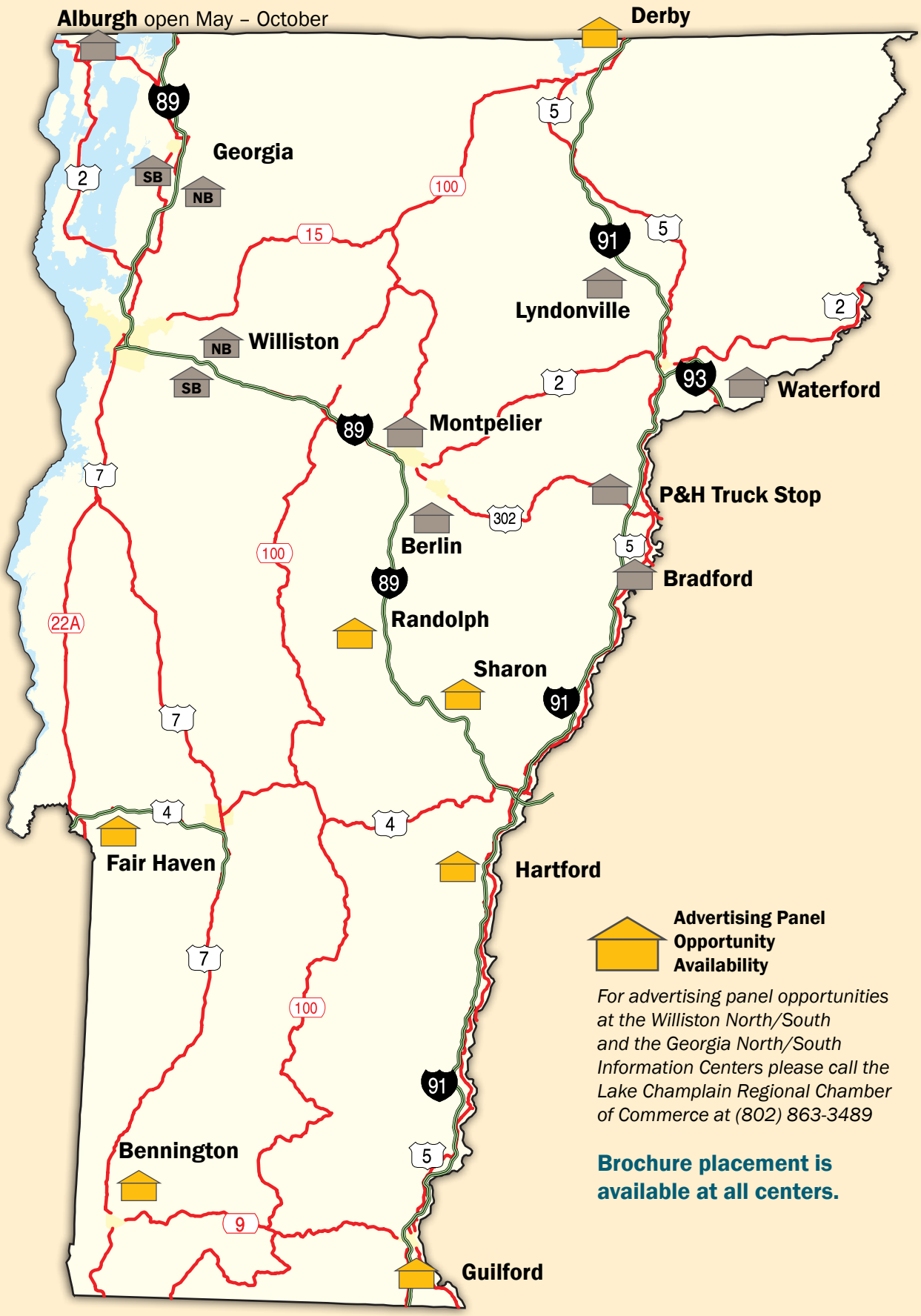
Guilford Welcome Center

Capitol Region Visitors Center

Alburgh Welcome Center
Open May through October

Hartford Welcome Center

Vermont Information Centers - Available Brochure and Advertising Opportunities



Advertising Panel Opportunity Availability

For advertising panel opportunities at the Williston North/South and the Georgia North/South Information Centers please call the Lake Champlain Regional Chamber of Commerce at (802) 863-3489

Brochure placement is available at all centers.

ADVERTISING PANELS

Vermont's Information and Welcome Centers serve an estimated 9,000 people each day and are an important planning resource utilized by Vermont visitors. In a state absent billboards and with limited directional signage, we serve the purpose of providing helpful, courteous and knowledgeable information to our visitors.

In addition to the brochure display space, static wall ads are also available in the seven centers listed below. (See Print Media Rates Table). For more information please call Lisa Sanchez at 802-793-9918.

Guilford Welcome Center

Guilford Welcome Center

Bennington Welcome Center

Hartford Welcome Center

Print Media Rates

	Visitor traffic	18″ x 24″	22″ x 28″	17″ x 22″	24″ x 36″	48″ x 24″	16″ x 44″	40″ x 30″
		1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year
Bennington	134,606	$500	–	–	–	–	–	–
Hartford	332,115	–	$900	–	–	–	–	–
Derby Line	130,876	–	–	$493	$657	–	$821	$985
Fair Haven	154,587	–	–	$434	$578	–	$723	$867
Guilford	596,384	–	–	$1,739	$2,319	$2,319	$2,899	$3,479
Randolph	319,275	–	–	$686	$915	–	$1,143	$1,372
Sharon	480,214	–	–	$1,066	$1,421	–	$1,776	$2,131

For more info: informationcenter.vermont.gov/business_marketing/advertising/

REGISTRATION FORMS

CHOICE OF CENTERS

Place a "√" in the left-hand box indicating the centers you desire.

	+10.00	Alburgh Welcome Center, Route 2W, Alburgh (May – October)
	+50.00	Bennington Welcome Center, 100 VT. Rte. 279, Bennington
	+20.00	Bradford Information Center, I-91 North, Bradford
	+10.00	Capital Region Visitors Center, 134 State Street, Montpelier
	+20.00	Derby Line Welcome Center, I-91 South, Derby Line
	+20.00	Fair Haven Welcome Center, Rte. 4 at NY Border, Fair Haven
	+10.00	Georgia Northbound Information Center, I-89 North, Georgia
	+10.00	Georgia Southbound Information Center, I-89 South, Georgia
	+50.00	Guilford Welcome Center (Southeastern VT) Interstate 91 North, Guilford
	+50.00	Hartford Southbound Welcome Center, I-91 South, Hartford
	+10.00	Lyndonville Information Center, I-91 South, Lyndonville
	+50.00	Maplewood Vermont Travelers Service Center, Exit 7, I-89, Berlin
	+50.00	Randolph Southbound Information Center, I-89 South, Randolph
	+50.00	Sharon Northbound Information Center, I-89 North, Sharon
	+20.00	Waterford Welcome Center, I-93 North, Waterford
	+50.00	Williston Northbound Information Center, I-89 North, Williston
	+20.00	Williston Southbound Information Center, I-89 South, Williston
	+50.00	P & H Truck Stop Information Center , Exit 17, Wells River (LIMITED SPACE AVAILABLE)
		Subtotal for Pricing Formula. Enter this amount on Line 1 of the following page.

REGISTRATION FORMS

COST CALCULATION

MAY 1, 2022– APRIL 30, 2023

1	Total cost for Centers selected for distribution (from form-1)	$	Alburg $10.
2	Number of Months (1–12 months) Start Date: _____ End Date: _____ (Dates are within the time frame 5/1/22–4/30/23)		1-6 months
3	Line 1 x Line 2	$	
4	Total Quantity Estimate: _____ (Enter factor from range below) Less than 5,000 = .7 5,001 – 10,000 = .8 10,001 – 30,000 = .9 More than 30,000 = 1.2		
5	Line 3 x Line 4	$	
6	Size of publication Standard (4″ x 9″) = 1.0 Oversize (any width greater than standard) = 1.3		
7	Line 5 x Line 6	$	
8	Unit weight of publication (Enter factor from range below) Less than 1 oz. = .3 1 oz. – 4 oz. = .5 4 oz. – 6 oz. = .7 over 6 oz. =1.0		
9	Line 7 x Line 8	$	9A
10	Administrative Fee per registration	+ $50.00	
11	Add Line 9, 9A and Line 10 Your total registration fee	$	

**There is a $100. minimum fee per registration, for example, when a registration cost of $45. + Administrative Fee of $50. = $95., the $100. minumum fee applies. Registration must be paid in full before distribution begins.

REGISTRATION FORMS

CUSTOMER INFORMATION

Brochure Title: _____Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____Web Site:_____

_____Sign me back up and repeat exactly what I did last year.

_____Sign me back up with the following additions/deletions:

_____

_____

_____No thanks, we are opting out for the brochure year 2022/2023.

_____ _____

SIGNATURE **DATE**

***Return completed and signed form with one copy of your brochure to:**

Vermont Information Center Division
BROCHURE PROGRAM
134 State Street, Montpelier, VT 05633-2201

Email or call: 802-793-1794 Johanna.Petersen@vermont.gov

Note: We recommend making a copy for your records.

REGISTRATION FORMS

INVENTORY DISTRIBUTION INFORMATION

BROCHURES CAN NOT BE DISTRIBUTED UNTIL YOUR REGISTRATION IS PAID IN FULL.

At the end of the registration period, or when a stock of brochures becomes obsolete, I prefer that the remaining stock be: (check one)

____ Retained at the warehouse for distribution in the next registration cycle.

____ I will contact the warehouse myself and make arrangements to have them returned to me at my expense. (1-866-540-6335)

Business/Organization Name: _____

Brochures remain the property of the registrant at all times. The State of Vermont, including VICD, shall not take title or be responsible for the brochures or the cost of producing them at any time. The State will not be liable if the brochures or other promotional materials are damaged or destroyed at information centers or the distribution center. You may wish to review your insurance policy to ensure adequate coverage.

I have read the policies written above and agree to abide with the requirements of the program.

Please acknowledge that one copy of your brochure/publication is enclosed with this application with a √ _____

Signature: _____ **Date:** _____

IMPORTANT NOTES: SHIPPING TO THE WAREHOUSE IS YOUR RESPONSIBILITY

Shipping Criteria:

1. All of the brochures must be rubber banded in 3" stacks.
2. Each box should have the quantity noted on the outside of the box.
3. Each box must have your business name and registration number written prominently on the outside of the box.
4. No cases over 25 lbs.

Shipping Address:

PP&D Warehousing, 51A Minister Brook Rd., Worcester, VT 05682

Phone: 802-223-6335

Low Inventory Notification:

You will receive email notification from the brochure program administrator Johanna (Jody) Petersen when inventory is low.