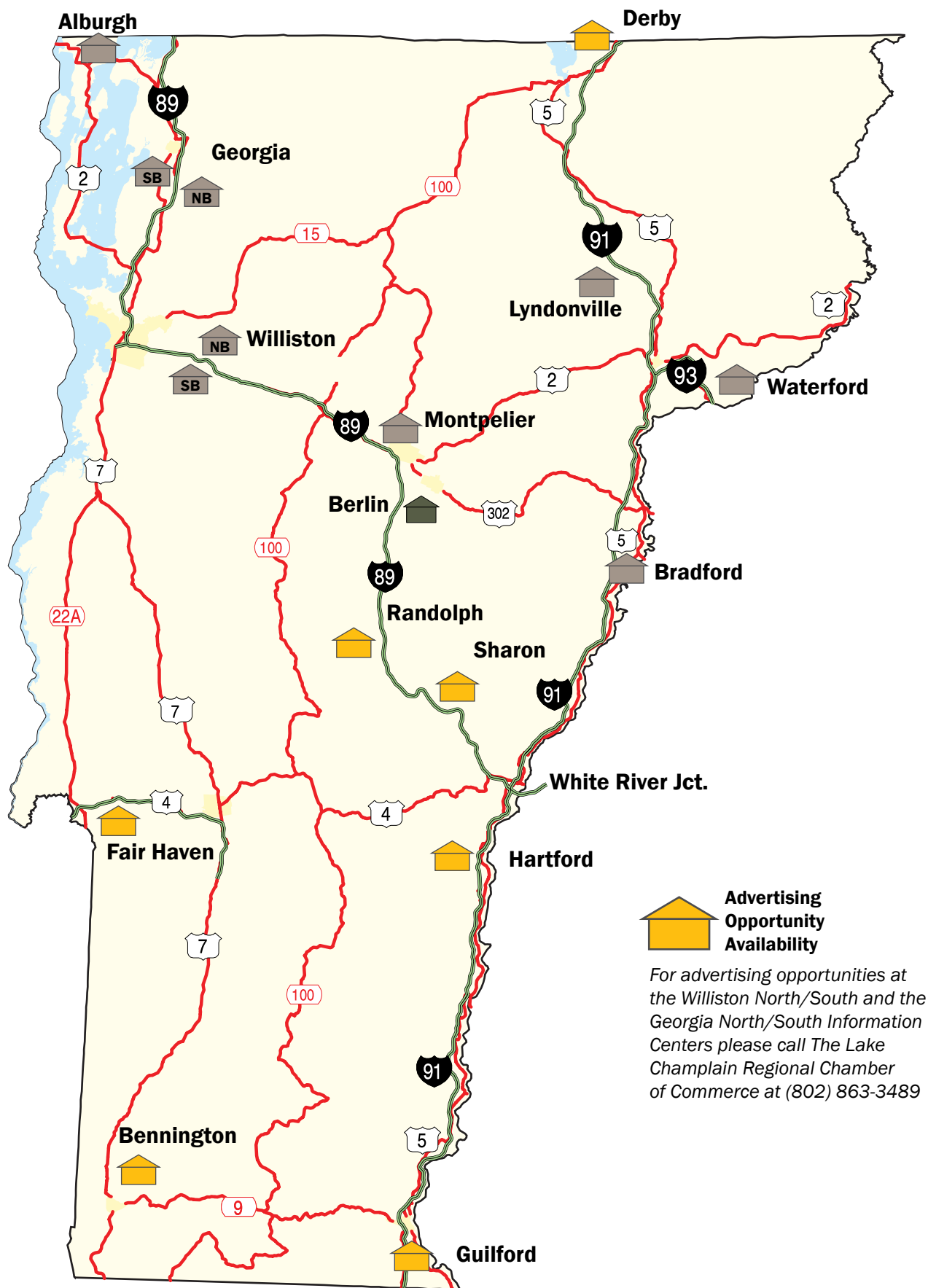




STATE OF VERMONT INFORMATION CENTERS ADVERTISING SALES KIT



Vermont Information Centers - Available Advertising Opportunities



Advertising and Promotional Opportunities

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. This places us in the unique position of being able to influence the traveler passing through the state.

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.

Panel display advertising is available at many of our Information and Welcome Centers. The details regarding these opportunities are included here. For information on additional advertising opportunities, visit www.informationcenter.vermont.gov/business_marketing.



Bennington



Hartford



Sharon



Fair Haven



Fair Haven

**Location: U.S. Route 7 &
Bennington Bypass (VT 279)**



Available advertising space

Kiosk Side 1

- BWC1: 18" w x 24" h**
- BWC2: 18" w x 24" h**
- BWC3: 18" w x 24" h**
- BWC4: 18" w x 24" h**
- BWC5: 18" w x 24" h**
- BWC6: 18" w x 24" h**
- BWC7: 18" w x 24" h**
- BWC8: 18" w x 24" h**
- BWC9: 18" w x 24" h**
- BWC10: 18" w x 24" h**



**Display boards are 18" w x 24 5/8" h 1/4" on bottom and 1/8" on top is obscured by frame.

Kiosk Side 2

- BWC11: 18" w x 24" h**
- BWC12: 18" w x 24" h**
- BWC13: 18" w x 24" h**
- BWC14: 18" w x 24" h**
- BWC15: 18" w x 24" h**
- BWC16: 18" w x 24" h**
- BWC17: 18" w x 24" h**
- BWC18: 18" w x 24" h**
- BWC19: 18" w x 24" h**
- BWC20: 18" w x 24" h**





Location: I-91 South @ VT/
Canadian border

Available advertising space



DBY1: 40" w x 30" h



DBY2: 24" w x 36" h



DBY3 & DBY4: 22" w x 17" h



DBY5 & DBY6: 22" w x 17" h



DBY7: 22" w x 17" h

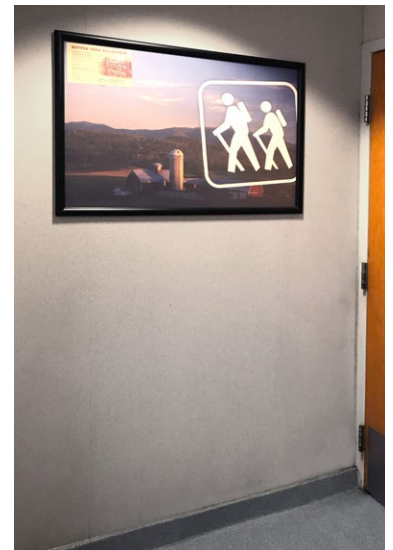


Location: Route 4 East
@ VT/NY border

Available advertising space



FHN1, FHN2, FHN3: 36" w x 24" h



FHN6 & FHN7: 36" w x 24" h
* One per restroom (Women's FHN6 (left),
Men's FHN7(right))



FHN4 & FHN5: 16" w x 44" h
free standing
* Brochure display with ad available.
Additional costs may apply.

FH8, 9, 10, 14: 30" w x 40" h



FH11: 24" w x 36" h

FH12, 13: 22" w x 17" h



FH Kiosk Sides

1, 2, 3, 4: 24" w x 36" h



Location: I-91 North
@ VT/MA Border

Available advertising space



GFD1, GFD2, GFD3, GFD4, GFD5, GFD6:
17" w x 22" h



GFD7, GFD8, GFD9: 24" w x 36" h



GFD10: 30" w x 40" h



GFD11, GFD12: 24" w x 36" h
* Brochure display with ad available. Additional costs may apply.





GFD13: 48" w x 24" h
* Brochure display with ad available.
Additional costs may apply.



GFD15, GFD16: 16" w x 44" h
free standing. *Brochure display with ad available. Additional costs may apply.



GFD14: 16" w x 44" h
freestanding.
*Brochure display with ad available. Additional costs may apply.



GFD17, GFD18, GFD19: 16" w x 44" h
free standing. *Brochure display with ad available. Additional costs may apply.

**Location: I-91 South
between Exit 9 & 10**



Available advertising space*

HRTFD1: 31.75" w x 22" h**
 HRTFD2: 31.75" w x 22" h**
 HRTFD3: 31.75" w x 22" h**
 HRTFD4: 31.75" w x 22" h**
 HRTFD5: 31.75" w x 22" h**
 HRTFD6: 31.75" w x 22" h**

** 1/4" on bottom and 1/8" on top is obscured by frame.



HRTFD7: 31.75" w x 22" h**
 HRTFD8: 31.75" w x 22" h**
 HRTFD9: 31.75" w x 22" h**
 HRTFD10: 31.75" w x 22" h**
 HRTFD11: 31.75" w x 22" h**
 HRTFD12: 31.75" w x 22" h**

*Brochure display with ad available.
 A single brochure holder may be
 attached directly to the ad if space is
 allocated in the ad design.
 Additional costs will apply.



** 1/4" on bottom and 1/8" on top is obscured by frame.



Location: I-89 South
between Exit 4 & 3

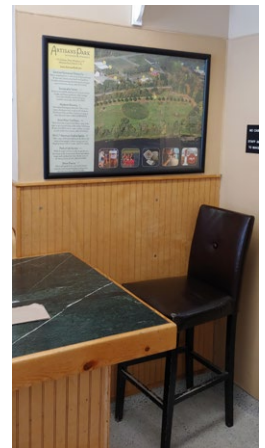
Available advertising space



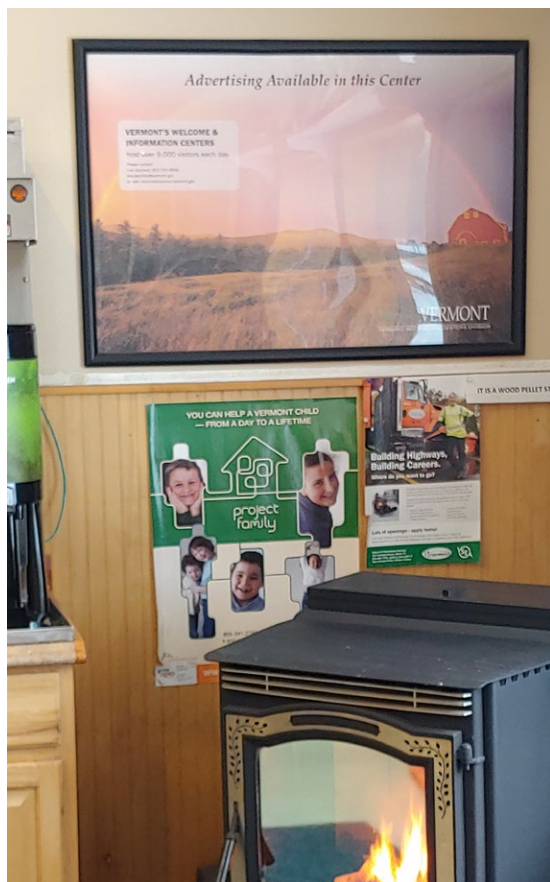
RDL1: 24" w x 36" h



RDL2: 40" w x 30" h
RDL3: 36" w x 24" h



RDL4: 24" w x 36" h
* Brochure display with ad available.
Additional costs may apply.



RDL5: 36" w x 24" h



RDL8: 36" w x 24" h



RDL6 & RDL7: 36" w x 24" h

* One per restroom (Women's RDL6, Men's RDL7)



Location: I-89 North
between Exit 1 & 2

Available advertising space



SHR1, SHR2, SHR3: 16" w x 44" h

* Brochure display with ad available.
Additional costs may apply.



SHR4
(women's):
&
SHR5
(men's):
36" w x 24" h



SHR6: 36" w x 24" h

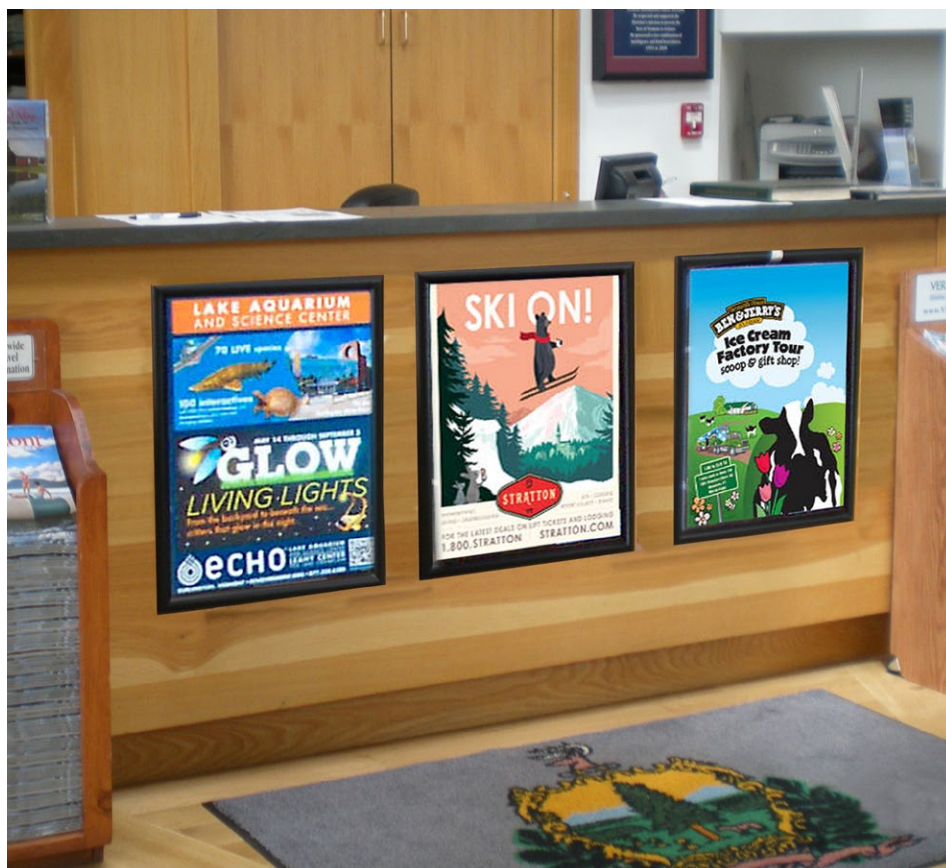


SHR7&8: 24" w x 36" h



SHR9: 16" w x 44" h

* Brochure display with ad available.
Additional costs may apply.



SHR10, 11&12:
17" w x 22" h



Sharon interior



SHR13: 36" w x 24" h

* Brochure display with ad available.
Additional costs may apply.

SHR15: 24" w x 36" h

* Brochure display with ad available.
Additional costs may apply.

SHR14: 36" w x 24" h

* Brochure display with ad available.
Additional costs may apply.

VERMONT'S WELCOME & INFORMATION CENTERS

serve over 9,000 people each day.

Our courteous and knowledgeable staff helps visitors find the relevant and timely information they need. Eye-catching displays inspire travelers to visit your business.

Our marketing opportunities are simple, flexible and extremely affordable.

Get your message out at Vermont's visitor centers.

For more information visit:
informationcenter.vermont.gov



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

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



Derby, Fair Haven, Guilford, Randolph and Sharon Snap Frame style display

Snapquik™ style display

Visitor Center	Art Size (w x h)	Bleed
Derby	40" x 30" (1/2" safe zone)* snap frame	none
Fair Haven	30" x 40" (1/2" safe zone)* snap frame	none
Guilford	24" x 36" (1/2" safe zone)* snap frame	none
Randolph	36" x 24" (1/2" safe zone)* snap frame	none
Sharon	22" x 17" (1/2" safe zone)* snap frame	none
	17" x 22" (1/2" safe zone)* snap frame	none
	16" x 44" Snapquik™ floor stand	none
HARTFORD	31 3/4" x 22" (1/2" safe zone)	.25"
BENNINGTON	18" x 24.675" (1/2" safe zone)	.25"



Bennington style display

* 1/4" of each side covered by frame. Keep type 1/2" from edges.
NOTE: Hartford and Bennington no longer use the templates used in previous years.

FILE TYPE: PDF. Please output to RGB pdf.
Crops and bleeds are only needed on Bennington and Hartford.
No crops or bleeds are needed on snap frames or Snapquik™.

*** SAFE ZONES: IMPORTANT!**
Please do not have text or logos closer than 1/2" from edges of art.
1/4" - 3/8" gets covered by framing.

RESOLUTION & PLACED IMAGES

All raster artwork should have a **minimum resolution of 200dpi** at 100% scale.
Vector artwork should not be rasterized prior to pdf file creation.

SUBMITTAL

Email your artwork to Lisa Sanchez if it is under 15mb.
lisa.sanchez@vermont.gov,
OR provide link to file(s) if over 15mb.



Hartford style display

Recommendations for Advertisers

1. Include directional information with exit number and street address.
2. Use attractive, eye-catching photography and images.
3. Keep your text brief.
4. Use QR codes.
5. Avoid contact info and info that may become outdated.

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