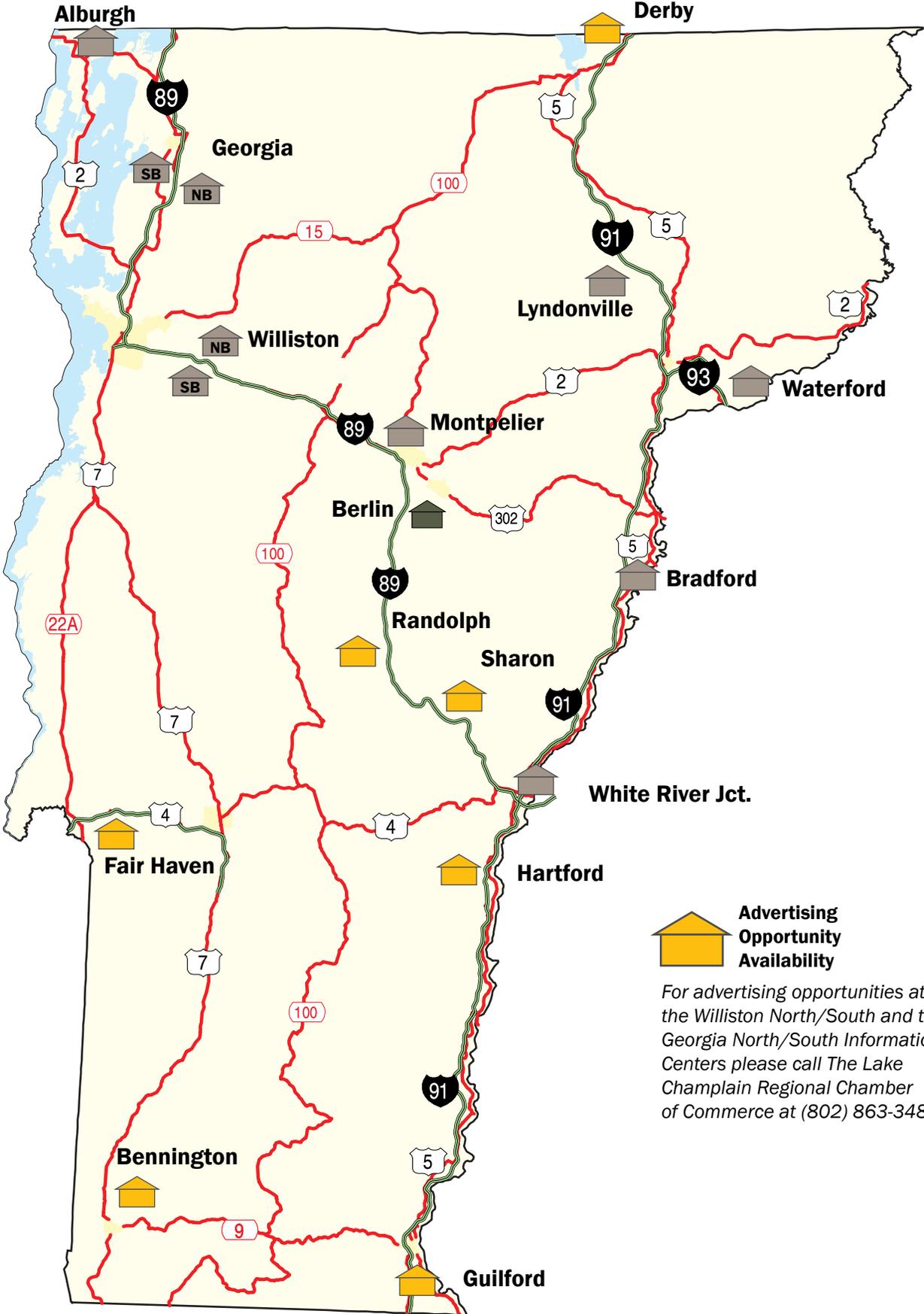




STATE OF VERMONT INFORMATION CENTERS ADVERTISING SALES KIT



Vermont Information Centers - Available Advertising Opportunities



Advertising Opportunity Availability

For advertising 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

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.bgs.vermont.gov/information_centers/marketing.



Bennington



Hartford



Sharon



Fair Haven



Fair Haven

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

Impressions:

136,121 visitors/year

Hours of Operation:

7:00 AM - 9:00 PM daily



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

Impressions:
137,741 visitors/year

Hours of Operation:
7:00 AM - 7:00 PM daily

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

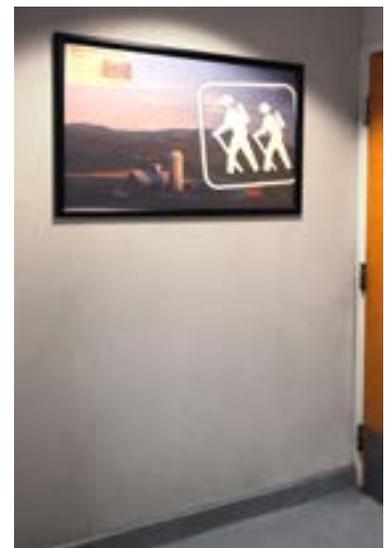
Impressions:
152,989 visitors/year

Hours of Operation:
7:00 AM - 7:00 PM daily

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: 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

Impressions: 646,628 visitors/year

Hours of Operation: 7:00 AM – 11:00 PM daily

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.

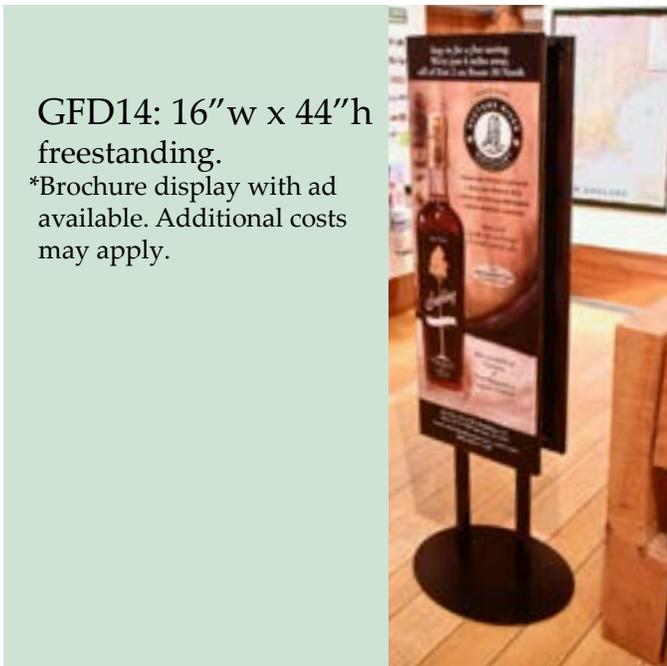




GFD13: 48" w x 24" h
 * Brochure display with ad available.
 Additional costs may apply.



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: 18" w x 44" h
 free standing. *Brochure display with ad available. Additional costs may apply.

Location: I-91 South
between Exit 9 & 10

Impressions:
332,824 visitors/year

Hours of Operation:
7:00 AM - 9:00 PM daily



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

Impressions:
298,735 visitors/year

Hours of Operation:
7:00 AM - 7:00 PM daily

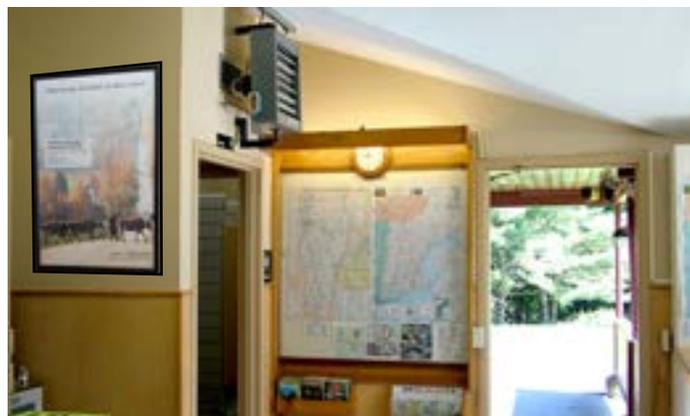
Available advertising space



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

Impressions:
485,635 visitors/year

Hours of Operation:
7:00 AM - 11:00 PM daily

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 ¹ | 18" x 24" | 22" x 28" | 17" x 22" | 24" x 36" | 16" x 44" | 40" x 30" |
|------------|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | 1 Year |
| Bennington | 136,121 | \$500 | — | — | — | — | — |
| Hartford | 332,824 | — | \$900 | — | — | — | — |
| Derby Line | 137,741 | — | — | \$493 | \$657 | \$821 | \$985 |
| Fair Haven | 152,989 | — | — | \$434 | \$578 | \$723 | \$867 |
| Guilford | 646,628 | — | — | \$1,739 | \$2,319 | \$2,899 | \$3,479 |
| Randolph | 298,735 | — | — | \$686 | \$915 | \$1,143 | \$1,372 |
| Sharon | 485,635 | — | — | \$1,066 | \$1,421 | \$1,776 | \$2,131 |

¹Visitor traffic data is for FY19 July 2018 through June 2019.

- 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 Snapframe style display

Snapquik™ style display

| Visitor Center | Art Size (w x h) | Bleed |
|----------------|---------------------------------------|-------|
| Derby | 40" x 30" (1/4" safe zone)* Snapframe | .25" |
| Fair Haven | 30" x 40" (1/4" safe zone)* Snapframe | .25" |
| Guilford | 24" x 36" (1/4" safe zone)* Snapframe | .25" |
| Randolph | 36" x 24" (1/4" safe zone)* Snapframe | .25" |
| Sharon | 22" x 17" (1/4" safe zone)* Snapframe | .25" |
| | 17" x 22" (1/4" safe zone)* Snapframe | .25" |
| | 16" x 44" snapquik™ floor stand | none |
| HARTFORD | 28" x 22" (on 31 3/4" w background) | .25" |
| BENNINGTON | 18" x 21" (on 24 5/8" h background) | .25" |

FILE TYPE: PDF. Please output to **RGB pdf with crops and bleeds.**

RESOLUTION & PLACED IMAGES

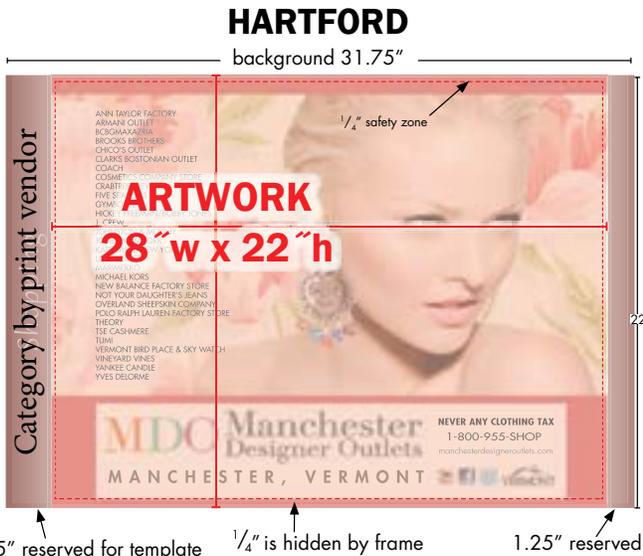
All raster artwork should have a **minimum resolution of 200dpi** at 100% scale. Vector artwork should not be rasterized prior to pdf file creation.

SUBMITTAL

Email your artwork to Lisa Sanchez lisa.sanchez@vermont.gov, or provide link to file.

*1/4" of each side covered by frame. Keep type 1/2" from edges.

BENNINGTON



2.5" reserved for template 1/4" is hidden by frame 1.25" reserved
28" wide x 22" high pdf file is placed on a background template by the vendor. The bottom 1/2" and top 1/8" will be covered by the frame. Keep all type 1/2" from edges.



21" wide x 21" high pdf file is placed on a template by the vendor. The bottom 1/2" and top 1/8" will be covered by the frame. Keep all type 1/2" from edges.

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 and info that may become outdated.

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