

- 1 **READ** and **VERIFY** information.
- 2 **PRINT** a copy.
- 3 **SIGN** and **SUBMIT** to Vermont Information Center Division, Lisa Sanchez, email: lisa.sanchez@vermont.gov, (802) 793-9918
- 4 **CREATE AD** and **EMAIL** materials, or link to materials, to **Lisa Sanchez**; e-mail: lisa.sanchez@vermont.gov

Advertiser

Company Name: _____

Billing Address: _____

City/State/Zip: _____

Shipping Address: _____

City/State/Zip: _____

Phone: _____

Contact Name: _____

E-mail: _____

Website: _____

Agency

Company Name: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____

Contact Name: _____

E-mail: _____

Website: _____

Invoices should be sent to:

Advertiser

Agency

Title of Ad: _____

Ad Period: _____

6 Months:

1 year:

Frequency: _____

Placement:

(check all that apply)

Bennington (BWC) 18"x 24"	1	2	3	4	5	6	7	8	9	10
	11	12	13	14	15	16	17	18	19	20
Derby (DBY):	1	2	3	4	5	6	7			
Fair Haven (FH):	1	2	3	4	5	6	7	8	9	10
	11	12	13							
Fair Haven Kiosk:	Side 1	2	3	4						
Guilford (GFD):	1	2	3	4	5	6	7	8	9	10
	11	12	13	14	15	16	17	18	19	
Hartford (HRTFD):	1	2	3	4	5	6	7	8	9	10
	11	12								
Randolph (RDL):	1	2	3	4	5	6	7	8		
Sharon (SHR):	1	2	3	4	5	6	7	8	9	10
	11	12	13	14	15					

Rate: _____

Special _____

Instructions: _____

Ad Materials

Supplying new .pdf*

Use last ad provided

*If new materials are not provided, last ad run will be used. All digital ad submissions must meet all mechanical requirements listed on page 2.

Authorized by:

Name (print): _____

Company: _____

Signature: _____

Date: _____

By signing above, I acknowledge that I have read and agree to the VICD's Conditions and Copy Regulations.

Mechanical Requirements

Site & Position:	width x height (trim)	width x height (bleed)
BWC 1-20	18" X 24.625"	18.5" x 25.125"
DBY 1	40" x 30"	NO BLEED REQUIRED
DBY 2	24" x 36"	NO BLEED REQUIRED
DBY 3-7	22" x 17"	NO BLEED REQUIRED
FH 1-3, 6, 7 & 11	36" x 24"	NO BLEED REQUIRED
FH 4, 12 & 13	22" x 17"	NO BLEED REQUIRED
FH 5	16" x 44"	NO BLEED REQUIRED
FH 8, 9, 10	30" x 40"	NO BLEED REQUIRED
FH 11, FH Kiosk 1-4	24" x 36"	NO BLEED REQUIRED
GFD 1-6	17" x 22"	NO BLEED REQUIRED
GFD 7-9, 11-12	24" x 36"	NO BLEED REQUIRED
GFD 10	30" x 40"	NO BLEED REQUIRED
GFD 13	48" x 24"	NO BLEED REQUIRED
GFD 14-19	16" x 44"	NO BLEED REQUIRED
HRTFD 1-12	31.75" x 22"	32" x 22.25"
RDL 1 & 4	24" x 36"	NO BLEED REQUIRED
RDL 2	40" x 30"	NO BLEED REQUIRED
RDL 3, 5-8	36" x 24"	NO BLEED REQUIRED
SHR 1-3 & 9	16" x 44"	NO BLEED REQUIRED
SHR 4-6	36" x 24"	NO BLEED REQUIRED
SHR 7 & 8	24" x 36"	NO BLEED REQUIRED
SHR 10, 11 & 12	17" x 22"	NO BLEED REQUIRED
SHR 13 & 14	36" x 24"	NO BLEED REQUIRED
SHR 15	24" x 36"	NO BLEED REQUIRED

Advertising Sales & Production:

Vermont Information Center Division
134 State Street
Montpelier, Vermont 05633
Email: lisa.sanchez@vermont.gov
Phone: (802) 793-9918

Digital Ad Submission

Email file or link to Lisa Sanchez
lisa.sanchez@vermont.gov.
Trim and bleed marks should be included in the file but kept outside the print area.

* SAFE ZONES

Please do not have text closer than 1/2" from edges of art.
1/4" - 3/8" gets covered by framing.

Vermont Information Center Division's (VICD) Conditions and Copy Regulations

(VICD) as used in the following refers to Vermont Information Center Division, its officers and staff.)

1. All advertising is subject to VICD's approval. VICD reserves the right to reject any advertising.
2. The advertiser's most recent ad will be repeated if a new ad or instructions are not provided by the materials due date for the contracted period of display.
3. VICD's liability for any error will not exceed the charge for the advertisement in question.
4. VICD, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
5. VICD assumes no liability if for any reason it becomes necessary to omit an advertisement.
7. Requests for specific position are not guaranteed.
8. Failure to complete order as written to qualify for any published discounts for multiple ad buys will result in the loss of all discounts. Advertiser will be billed at published rates for space.
9. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from VICD. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
10. Advertisers who do not meet VICD's credit criteria may be required to prepay for their display ad insertion orders.
11. Payment terms are net 60 days. Overdue accounts may be charged 1½ percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.

12. A contract may be suspended or canceled upon 30 days written notice received by VICD prior to display date.

13. In the event of non-payment, VICD reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to VICD.

14. Verbal agreements are not recognized.

15. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the state of Vermont, USA.

16. VICD will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.

17. All advertisements are accepted for display entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the display of the advertising, the advertiser and/or agency will fully hold harmless and indemnify VICD from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by VICD, arising directly or indirectly from the display of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.

18. Advertising insertion is conditioned upon acceptance of VICD.

19. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the state of Vermont, USA.