

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.

Lisa Sanchez, Manager, Vermont Information Center Division
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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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