

## 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](http://informationcenter.vermont.gov)



### Print Media Rates

	Visitor traffic <sup>1</sup>	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

<sup>1</sup>Visitor 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.

Lisa Sanchez, Manager, Vermont Information Center Division  
 E-mail: [lisa.sanchez@vermont.gov](mailto:lisa.sanchez@vermont.gov) Cell: (802) 793-9918





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" (1/2" 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 <sup>3</sup> / <sub>4</sub> " x 22" (1/2" safe zone)	.25"
BENNINGTON	18" x 24" (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™.

**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](mailto:lisa.sanchez@vermont.gov),  
 OR provide link to file if it is 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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