

Rate Card #38

# STRATTON

Celebrating Southern Vermont since 1964

ad rates,  
important dates,  
mechanical specs  
& distribution



# STRATTON

Celebrating Southern Vermont since 1964

for 49 years...

*Stratton Magazine* is an Ozzie award-winning regional quarterly magazine that has been celebrating the unique north country lifestyle of Southern Vermont since 1964.

Since then, *Stratton Magazine* has been engaging readers and providing an inside look at what makes our region so spectacular. Photography of astonishing beauty, writing of the highest quality and award-winning design have positioned *Stratton Magazine* among the premiere resort region lifestyle publications.

From wildlife and history to local legends, the arts, sport, food, book reviews and exhaustive calendar information, *Stratton Magazine* brings to life the astonishing beauty of our region with imagination and style.

## MOBILE READERSHIP KEEPS GROWING!

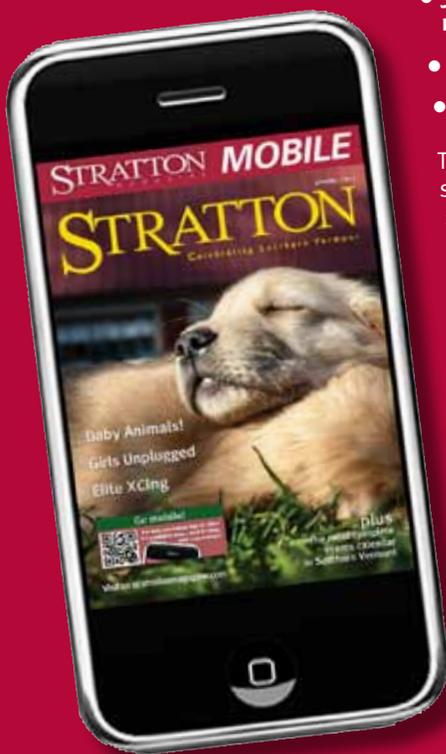
Wherever they are, *Stratton Magazine* readers can now access the magazine and our advertisers on their smart phones with our new App for iPhone or Android users and through our mobile-optimized web site. Analytics are showing BIG growth in the use of these devices for viewing. Over the past 12 months (since Spring 2012 when our site was re-launched), growth has been significant....

- 55% increase in website viewership with monthly unique visits reaching 3,000
- 53% increase in mobile usage
- 67% of all viewers are using mobile devices

The Mobile App displays advertisers in the same category in which they appear on the web site (Dining, Shopping, Professional Services, Home, Attractions, etc) including listing, street address, web address, live phone number, and Google mapping. Just tap and go! App usage will continue to grow and YOU benefit!

We are increasing our commitment to giving our readers the flexibility they desire in staying connected to Southern Vermont. These new digital features (which are IN ADDITION to our digital issue) are a natural complement to *Stratton Magazine's* printed quarterly distribution.

**For a limited time, current print advertisers can enjoy this expanded reach at NO ADDITIONAL COST. Be involved in this important new mobile opportunity! Call us at (802) 362-7200 to get more information.**



## distribution

- Controlled Circulation of 25,000 issues printed 4x/year
- Weekly regional distribution is through roughly 100 locations throughout the Southern Vermont region. Distribution focus includes the Northshire region (Manchester, Peru, Dorset, Arlington), as well as the West River Valley region (Stratton, Londonderry, Weston, Winhall, Jamaica, Townshend and Newfane.)
- Issues are also distributed at key locations in Bennington.
- Issues are included in resort welcome packages at Stratton Mountain Resort as well as in-room through the Equinox Hotel in Manchester. Distribution locations include real estate offices, resort information desks, chambers of commerce, retail shops, galleries, restaurants, inns and a developed list of quality, high traffic locations.
- Attendants to the growing number of exciting and diverse events in our region such as the Vermont Summer Festival Horse Show, Antique & Craft Shows, The Manchester Antique Car Show and other regional events. The magazine has also proven to be a very popular item in the "Welcome Bags" for guests attending weddings in our area.
- In addition to the regional circulation we mail between 5,000-8,000 copies seasonally to:

**Second homeowners** from Stratton Mountain Resort, Bromley Mtn., Equinox on the Battenkill, Intervale, Piper Ridge and other second home developments in the Manchester and the Mountains area as well as a list of primary and second homeowners from the Manchester/Dorset area and the upper West River Valley.

**Season Pass and Express Card (winter issue) holders** from Stratton Mountain Resort. These issues are mailed to primary addresses down-country with the predominant areas being in the Fairfield, Westchester, and Bergen counties of Connecticut, New York and New Jersey.

Subscribers, advertisers, advertising agencies, libraries, professional office locations.

"As small business owners, we know how important marketing can be and we think of Romano Publishing as a perfect marketing partner. They are always there to lend us sage advice on advertising both in print and through their on-line initiatives. The quality of their publications is outstanding, which makes our ads really stand out and creates material that our readers hold on to longer."

Lisa LaBerge, Lisa LaBerge Interiors

"Stratton Magazine is a wonderful publication and their team is very easy to work with. Their content makes it a magazine that is an important addition to the regional vacation experience and it helps educate guests as to all the things our region offers."

Jessi Kerner, J.K. Adams The Kitchen Store

"The folks at Romano Publishing have always been very accommodating with their advertisers. They have helped me with ad designs and I have only good things to say about my experience with them. I think Stratton Magazine puts out a beautiful publication with great local information."

Bill Pronovost, P&F Appliance

"We are proud advertisers of *Stratton Magazine*, which in our opinion is one of the area's most elite publications. The team at Romano Publishing is a delight to work with — professional, knowledgeable, and creative!"

Gary Baierlein, Baierlein Landscaping Inc.

*Ski Area Management*, a national resort industry trade publication, had this to say:

"Stratton Magazine is arguably the longest-running continuously published resort region magazine in the industry...and it's undeniably one of the best....the writing and editing are rock-solid and the photography is uniformly terrific."

## advertising office

### ROMANO PUBLISHING

968 Route 30, P. O. Box 85  
Dorset, VT 05251  
(802) 362-7200  
FAX: (802) 362-7222

**Lee Romano**, Publisher/Advertising Director  
(802) 362-7200  
lee@romanopublishing.com

**Kimberly Jones**,  
Assistant to the Publisher/Office Manager  
(802) 362-7200  
kim@romanopublishing.com

## editorial office

**Marsha Norman**, Editor  
P. O. Box 358  
Dorset, VT 05251  
(802) 867-5303  
marshanorman21@gmail.com

## closing & issuance dates

	CLOSING	PROJECTED ISSUANCE
Fall 2013	July 12	August 30
Winter 2013/2014	October 18	November 22
Spring 2014	December 20	February 14
Summer 2014	March 21	May 16

## advertising rates

	(per issue)			
	1x bw	1x color	4x bw	4x color
back cover (includes 4c)	\$2995	\$2995	\$2850	\$2850
inside covers	2315	2650	2040	2390
full page	1985	2350	1795	2095
2/3 page	1465	1795	1295	1640
1/2 page	1085	1395	940	1245
1/3 page	785	1099	665	975
1/6 page	460	675	390	595
1/12 page	275	445	235	395
Guide to So. Vermont Dining	195	—	175	—
Guide to Regional Services	195	—	175	—

*A Dining or Regional Services listing bought in conjunction with a minimum 1/6-page display ad earns an additional 20% discount*

real estate section	(per issue)			
	1x bw	1x color	4x bw	4x color
full page	(see above)	(see above)	(see above)	(see above)
1/2 page	(see above)	(see above)	(see above)	(see above)
1/4 page	525	730	440	655

### preferred position

Earned rate plus 20%. (Subject to availability and non-cancelable.)

### ALL RATES SUBJECT TO CHANGE

### frequency discounts

The four-time rate is earned only when ads run in consecutive issues. In order to earn the four-time rate, the smallest ad must be at least one-half the size of the largest ad.

### multiple insertion contracts

Advertisers will be charged the one-time rate on published ads if multiple insertion contracts are cancelled.

### payments & commissions

Payment must accompany all advertising materials unless credit has been established with *Stratton Magazine*. Agency commission: 15% of b/w gross to recognized agencies providing full agency service. **To receive this discount, bills must be paid within the normal 30-day net period. No commission on production charges or color charges. Finance charges of 1% per month (12% annually) applied on balances over 30 days.** Advertisers must contract for multiple rates initially and agree to pay one-time rates for incomplete multiple-rate contracts.



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# STRATTON

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PUBLISHED BY ROMANO PUBLISHING

© The Stratton Corporation, Stratton Mountain, VT 05155

## mechanical requirements

full page (non-bleed)	7	x	10"
2/3 page	4 5/8	x	10"
1/2 page, horizontal	7	x	4 7/8"
1/2 page, vertical (island)	4 5/8	x	7 3/8"
1/3 page, square	4 5/8	x	4 7/8"
1/3 page, vertical	2 1/4	x	10"
1/6 page, horizontal	4 5/8	x	2 3/8"
1/6 page, vertical	2 1/4	x	4 7/8"
1/4 page, vertical	3 3/8	x	4 3/4"
1/12 page	2 1/4	x	2 3/8"

trim size	8 1/8	x	10 7/8"
bleed size (full pages and covers)	8 3/8	x	11 1/8"

(please provide crop marks for bleed ads only)

**camera ready materials requirements** Advertising rates are based on receiving your ad electronically. **Please see electronic publishing information for specifics.** Provided four-color materials must be accompanied by a digital color proof. Please note that if you send "camera-ready art" that does not meet these specifications production charges will be incurred.

**production charges** Additional production work including typesetting, scanning, resizing, reverse ads, screens and bleed ads will be charged to the advertiser at prevailing rates.

**storage** The publication can not be responsible for picking up an ad or artwork that is more than two years old.

**electronic (desktop) publishing** The MAGAZINE is delivered to the printer electronically. STRATTON MAGAZINE is produced on a Macintosh computer using Adobe Photoshop CS5, Adobe Illustrator CS5, and Adobe InDesign CS5.

### disks supplied by advertiser

- Publisher will accept CD-ROM disk with proofs.
- PDFs are preferable as they minimize image and font problems. PDFs MUST be created in Acrobat 5.0 or a later version saved with all fonts embedded as a CMYK file and at a minimum resolution of 300 dpi. Those ads not provided as Acrobat PDFs must be created in QuarkXpress or InDesign only. Files created in applications other than QuarkXpress or InDesign will not be accepted and MUST be converted to PDF format.
- Set up documents to final size for output.
- Do not compress linked graphic files when preparing final high resolution PDF.
- **Please use advertiser name when naming file.**
- All files must be converted to CMYK, not RGB. This applies to 2-color ads as well.
- Scan all photos and art at 300 dpi resolution minimum. (Images from websites are not high-resolution)
- Include all fonts when creating final files. Do not stylize fonts, use the actual italicized or bold font.
- Large files can also be posted to our FTP site. Call for information.

**color proofs** It is the advertiser's responsibility to provide digital color proofs. Proofs created on laser or inkjet printers are not considered proofs. The Publisher will not assume responsibility for color ads printed without a provided digital color proof.

**laser proofs** (black and white ads only): We require a minimum of 600 dots per inch on all type and artwork.

### contract & copy regulations

The Publisher reserves the right to reject any and all advertising. All advertising is subject to Publisher's approval and agreement by the advertiser to indemnify and protect the Publisher from loss or expense on claims and suits based on subject matter of such advertisements. No cancellations will be accepted after closing date. All color advertising orders accepted on non-cancelable basis only. Regarding copy changes, advertisers under contract will have prior ad run unless advertising offices are notified of changes by closing dates. The Publisher assumes no liability for errors in ads or, for any reason, the omission of an advertisement. Liability for errors for which the Publisher may be found legally responsible cannot exceed the cost of the space.