

the Valley Voice

656 Exchange St.
Middlebury, Vermont 05753
802-388-6366

Welcomes You To Our 32nd Year

Local People

Local News & Sports

Local Events



We are ready to help you turn on the power of a good idea.

the Valley Voice

656 Exchange St.
Middlebury, Vermont 05753
802-388-6366

Visit us online at: www.vvoice.org
Email: vvoice@together.net



The Valley Voice is owned & operated by The White Family.

(L to R) Tammy, C.C., Cheryl and Anne



656 Exchange St.
Middlebury, Vermont 05753
802-388-6366

Addison County's Favorite News Weekly for 32 Years!

About Us

2006

Welcome to the Valley Voice, Champlain Valley's Favorite News Weekly.

Since 1974, we have shared our news of the Valley with over 10 million readers and helped advertisers place hundreds of thousands of dollars in display, classified and specialty ads. We are in our 32nd year, thanks to people like you. The reason why is clear...**RESULTS!** Advertisers get results from our pages.

We are currently serving over 31,000 readers weekly through the mail and newsstand drops. From Ferrisburgh to Rutland-Port Henry, N.Y. to Bristol. With little or no return issues, ever.

The Voice has a proud heritage of excellence in writing. News, Editorial, Life Style, and Issue Information have earned our publication 15 awards including the prestigious "Golden Quill" for achievement among our peers. Our columnists, writers and correspondents are seasoned veterans who deliver consistent quality and energy every week.

The Voice has equal pride in our display advertising, and newspaper format. We enjoy a creative challenge and have answered this challenge for 32 years. Our marketing, sales and production team is close knit, cooperative and eager to please. Our clients get results. We urge you to speak with some of them about our services.

At the Valley Voice, we are building upon our 32 year foundation of pride, customer satisfaction, loyalty, and consistency. Read Us!. Advertise with us and you will ultimately want to stay with us. We are the best advertising choice in Addison County, Rutland County, and Southern Chittenden County. Give us a few minutes of your time and we will explain why your advertising dollar has more buying power in The Voice.

Sincerely,

Cheryl White

Publisher

Cheryl White Sales Rep.
Ph.: 388-6366
Fax: 388-6368
E-mail: vvoice@together.net

The Valley Voice

Rate Schedule

656 Exchange Street • Middlebury, Vermont 05753

Ph.: 802-388-6366 • Fax: 802-388-6368 • Email: vvoice@together.net

31 Years of Serving the Community

Published Tuesday • 52 times per year

Cheryl White Owner/Publisher

1. Open rate for local display advertising is \$8.00 per col. inch; 15% paid to recognized agencies camera-ready art.
2. Contract rate advertising is \$7.50 per col. inch. Frequency discount. Minimum 10 column inches per week.
3. Cancelled or uncompleted contracts will be short rated.
4. Legal advertising is billed at \$6.50 per inch (flat rate), with a 25% discount for repeated insertions.
5. Classifieds are \$3.00 per week for any reasonable length to individuals. Boxed classifieds are \$5.00 per week, flat rate.
6. *The Valley Voice* absorbs the cost of one photo-mechanical process per ad. Additional required procedures will be billed at \$6.00 each. A reverse counts as two procedures.
7. Column dimensions: 9 picas (1^{1/2}" x 16", 6 columns per page, 1 pica between columns.
8. Printing is offset. Copy or mechanical to be received by noon on Friday before publication. Such space to be billed at 50% of open rate if not used.
9. Addison County's premier community news source with over 31,000 readers served weekly via U.S. Mail and newsstand pick-up.
10. Billing is net 30 days, billed the 1st of each month. Interest will be charged after 31 days at the rate of 1^{1/2}% per month (18% per year).

	COLUMNS					
	1	2	3	4	5	6
16"	128.00	256.00	384.00	512.00	640.00	768.00
14"	112.00	224.00	336.00	448.00	560.00	672.00
13"	104.00	208.00	312.00	416.00	520.00	624.00
12"	96.00	192.00	288.00	384.00	480.00	624.00
11"	88.00	176.00	264.00	352.00	440.00	518.00
10"	70.00	160.00	240.00	280.00	440.00	480.00
9"	72.00	144.00	216.00	288.00	360.00	432.00
8"	96.00	160.00	192.00	256.00	320.00	384.00
7"	56.00	112.00	160.00	210.00	278.00	336.00
6"	48.00	96.00	144.00	192.00	240.00	288.00
5"	40.00	80.00	120.00	160.00	200.00	240.00
4"	32.00	64.00	96.00	120.00	160.00	192.00
3"	24.00	48.00	72.00	96.00	120.00	140.00
2"	16.00	32.00	48.00	64.00	80.00	96.00
1"	8.00	16.00	24.00	32.00	40.00	48.00
	1	2	3	4	5	6

Rate Schedule effective March 1, 2000
 You, the client, and your business are always a primary concern to us, so in our efforts to keep advertising costs a reasonable business expense this is our first increase in six years.

How To Use The Rate-Finder Chart

Using the lower left-hand corner as a base point, the dollar amounts appear in the upper right-hand corner of the rectangular space the amount will purchase per week. Thus, \$192.00 will purchase a 2 col. x 12" ad, a 3 col. x 8", a 4 col. x 6", or a 6 col. x 4" ad. The chart is closely proportional to the actual page, to help you see how well your advertisement will stand out on the page.

*Your Ad Dollar Has More
 Buying Power in*

Ask about Volume Discounts



the Valley Testimonials

oice Customers Love The Voice!

656 Exchange Street • Middlebury, Vermont 05753

"We are more than pleased with our results from The Valley Voice."

—Nancy Foster
Remax

"We received several calls from the great ads created by The Valley Voice."

—Roch MacIntyre
MacIntyre Fuels

"We love the ads created by and run in the Voice...the results are the best also."

—Missy Gill
Champlain Valley Motorsports

"Customers actually" brought in the flyer inserted in The Valley Voice."

—Eric
Countryside Carpet and Paint

"We have sold several automobiles from your ads and the ad from the millennium issue we received many positive responses."

—Ed Foster
Foster Motors

"People came in before we were ready for the sale."

—Larry
Ben Franklin

"When we advertise in The Valley Voice We See Results!"

—Russell Carpenter
Champlain Valley Equipment

"Several people from Addison and Rutland County respond and buy product because of the Voice ads."

—Scott LaFave
Vergennes Auto

"I always get results from the Valley Voice Ads"

—David Austin
Main Street FootWorks

"We an really see results when we advertise in the Voice"

—Jim
Upper Room Design



It's about Results!



the Valley Voice

Advertising Contract

656 Exchange Street • Middlebury, Vermont 05753

Advertiser: _____

Address: _____

City/State/Zip: _____

Phone: _____

<i>Ad Sizes</i>		<i>Specifications</i>	
Full Page	\$768.00	1 Page (6 col x16")	_____
3/4 Page	\$512.00	3/4 Page (6 col x12")	_____
1/2 Page	\$384.00	1/2 Page (3 col x16")	_____ Hor. (110 14"x8")
1/4 Page	\$192.00	1/4 Page (3 col x8")	_____ (63/4"x112")
1/8 Page	\$120.00	1/8 Page (2 col x6")	_____ Hor. (5"x4")

— Ask us about Volume Discounts —

Month(s): _____

Date(s): _____

Advertisement Cost: _____ Additional Charges: _____

Total: _____

Billing and Charges

1. Bills rendered monthly
2. 1½% month interest charges on unpaid balance over 30 days.
3. Color is additional \$50.00 charge.

- The Valley Voice retains the right to all layouts which represent the original effort of the staff's illustration and composition.
- The Publisher reserves the right to adjust rates when deemed necessary with a 30 day written notice.
- The Valley Voice will not be liable for any errors beyond the cost of the space in the advertisement.
- All insertions are agreed on the basis of this rate card.
- Advertisers assume liability of all content of advertisements printed. No claims can be made against the Publisher.

The Valley Voice also welcomes your advertising inserts.

Call us for prices on your size inserts.

And Thank You For Choosing The Voice

Authorized Signature

Title

Date