

# The Valley Voice

656 Exchange St.  
Middlebury, Vermont 057  
802-388-6366

## Welcomes You To Our 45th Year

Local  
People

Local  
Events

Local  
News  
& Sports



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



656 Exchange St.  
Middlebury, Vermont 05753  
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## *Addison County's Favorite News Weekly for 45 Years!*

2018

**W**elcome 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 45th year, thanks to people like you. The reason why is clear...**RESULTS!** Advertisers get results from our pages.

We are currently serving over 12,500 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 45 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.

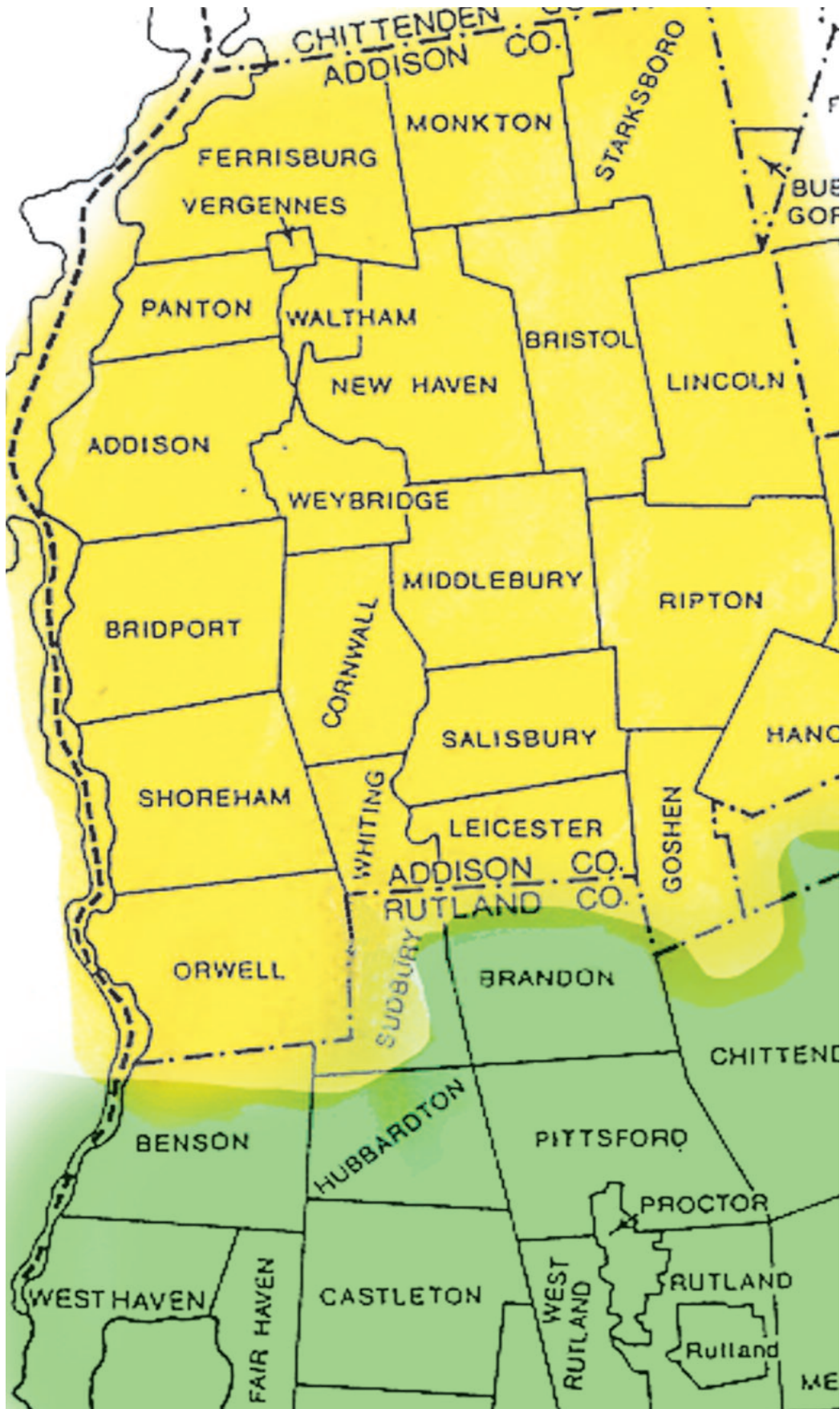
At the Valley Voice, we are building upon our 45 year foundation of pride, customer satisfaction, loyalty, and consistency. Read Us!. Advertise with us and you will ultimately want to stay with us. We are the best advertising choice in Addison County, Rutland County, and Southern Chittenden County. Give us a few minutes of your time and we will explain why your advertising dollar has more buying power in The Voice. Our niche marketing approach to customer needs has proven to be a winner especially during difficult economic times. Loyal readers and loyal advertisers = consistant results in The Valley Voice.

**Sincerely,**

**Cheryl White  
Publisher/Owner**

# Town Areas That Have Access To *The Valley Voice* Each Week

Addison County



Rutland County

# The Valley Voice

## Rate Schedule

656 Exchange Street • Middlebury, Vermont 05753

Ph.: 802-388-6366 • Fax: 802-388-6368 • Email: ads@vvoice.org

### 45 Years of Serving the Community

Published Tuesday • 52 times per year

Cheryl White Owner/Publisher

1. Open rate for local display advertising is \$9.00 per col. inch; 15% paid to recognized agencies camera-ready art.

2. Contract rate advertising is \$8.50 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 \$7.50 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 \$8.00 each. A reverse counts as two procedures.

7. Column dimensions: 9 picas (1<sup>1/2</sup>" ) 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 12,450 readers.

10. Billing is net 30 days, billed the 1st of each month. Interest will be charged after 31 days at the rate of 1<sup>1/2</sup>% per month (18% per year).

	COLUMNS					
	1	2	3	4	5	6
13"	117.00	234.00	351.00	468.00	585.00	702.00
12"	108.00	216.00	324.00	432.00	540.00	648.00
11"	99.00	198.00	297.00	396.00	490.00	594.00
10"	90.00	189.00	270.00	360.00	450.00	540.00
9"	84.00	162.00	243.00	288.00	405.00	486.00
8"	72.00	180.00	216.00	256.00	360.00	432.00
7"	63.00	126.00	189.00	210.00	315.00	378.00
6"	56.00	96.00	162.00	216.00	270.00	324.00
5"	54.00	90.00	135.00	180.00	225.00	270.00
4"	36.00	72.00	108.00	135.00	180.00	216.00
3"	27.00	56.00	84.00	108.00	135.00	162.00
2"	18.00	32.00	56.00	72.00	90.00	108.00
1"	9.00	18.00	27.00	36.00	54.00	56.00
	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, \$216.00 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*

The Valley Voice

