

# VERMONT

2024/25 | TOURISM MARKETING PROGRAM

## VERMONT

INSPIRATION FOR YOUR NEXT ADVENTURE

START  
PLANNING  
TODAY @  
**VERMONT  
VACATION  
.COM**



# CONNECTING TO VISITORS

## THE POWER OF PARTNERSHIP

The Vermont Tourism Marketing Program communicates your message via dynamic print and digital products, promoting your business to the 80 million people within a day's drive of Vermont. The suite of products and services have been created in partnership between the Vermont Chamber of Commerce and the Vermont Department of Tourism and Marketing and are the official fulfillment pieces for the state of Vermont.

### VISITOR INSIGHTS\*

Data shows that visitation trends remain strong, bringing economic activity to communities throughout the state and improving the bottom line of thousands of local businesses. Visitor spending consists of guest and second homeowner activity at attractions, outdoor recreation, lodging and dining establishments.

**13 M**



Visitors

**\$3.2 B**



Visitor Spending

**8.2 M**



Overnight Stays

### DRIVING VISITORS TO VERMONT\*

The Vermont Department of Tourism & Marketing (VDTM) executes a robust paid and earned media strategy backed by millions of dollars to drive brand awareness and consideration of Vermont as a four-season destination. This strategy targets a qualified travel-planning audience. Top of the marketing funnel tactics by VDTM help individuals businesses and communities reach the largest possible audience.

**1.58 M**



Total Web Traffic to  
VermontVacation.com  
(as of 12.31.2022)

**168,661**



Total Social Media  
Audience  
(as of 12.31.2022)



# EDITORIAL FOCUS

## DESTINATION STEWARDSHIP

Vermont is a destination defined not only by its geography and physical boundaries, but also by a profound commitment to destination stewardship and sustainable travel. In this vibrant state, destinations center themselves on the transformative power of experiences and how they contribute to the well-being of visitors and the well-being of the environment. The magazine will feature nine articles that celebrate each of Vermont's unique regions.



Vermont hospitality has a rich history and a strong connection to community. Country inns, picturesque B&Bs, lavish hotels, and unforgettable resorts offer world-class hospitality, immersive experiences, and luxurious accommodations. Sleep and eat well at these five lodging destinations serving up cuisine that will surprise and delight.

### THE ESSEX RESORT AND SPA

**Essex**  
The Essex Resort and Spa is the premier destination for culinary arts in Vermont. From the moment you enter the lobby café to check-in at the front desk flanked by cases of baked goods, your appetite and your senses will be hungry for more. The culinary-themed guest rooms feature décor inspired by the textures and colors of food.

The two on-site restaurants, Junction and The Tavern, showcase local, Vermont beers, and cocktails crafted with local distilleries. An AAA Four Diamond and Wine Spectator Award certified restaurant, the Junction is a true interactive restaurant, featuring an open kitchen for a behind-the-scenes experience of the dishes being created. The seasonal menu showcases ingredients as local as the resort's own organic vegetable and herb gardens. For a more casual dining experience, head next door to The Tavern to enjoy a pub menu featuring the same local ingredients and attention to detail.

To truly immerse yourself in this culinary destination, take a class at Cook Academy for up-close instruction with culinary professionals. The variety of courses offers something for everyone, including basic techniques, simple menus, kids' and multi-recipe classes. The small class sizes ensure personalized attention, so you'll walk away with new skills, recipes and inspiration.

**INSIDER TIP:** When exploring the resort's herb and vegetable gardens, be sure to say hello to Penelope and Stewart, their Nigerian Dwarf Goats.

PHOTOS COURTESY OF:  
FOUR COLUMNS INN (TOP R, TOP)  
AMERICAN COUNTRY B&B (MIDDLE L)  
THE ESSEX RESORT & SPA (MIDDLE R, BOTTOM)

### THE LODGE AT SPRUCE PEAK

**Stowe**  
Located at the base of Mt. Mansfield and Stowe Mountain Resort, The Lodge at Spruce Peak is Vermont's only ski-in, ski-out luxury lodging destination. Surrounded by over 2,000 acres of preserved mountain wilderness, visitors will find themselves distant from crowds and close to nature. Enjoy curated outdoor adventures, with year-round recreation and activities for all ages - a guest experience designed to connect you with the mountain.

Guests can immerse themselves in a farm-fresh culinary scene with course after course of mouthwatering fare at one of the two signature restaurants. At Tipsey Trout, premium seafood is paired with a culinary approach that is uniquely Vermont. Featuring Vermont's best raw bar, this cocktail-forward, seafood rich menu highlights coastal-inspired entrees and unique wine offerings.

Serving breakfast, lunch, après, and dinner, Alpine Hall celebrates Vermont mountain culture, bringing together the work of the region's best growers, farmers, makers, and artisans. Chef Sean Blomgren and his team serve a simple yet highly elevated menu combining the best ingredients and hand-crafted techniques.

The vibrant Village Center at Spruce Peak offers more casual dining experiences, but with the same attention to fresh and local. Check out The Pantry & Beanyery for a great breakfast and grab-n-go meal options, and shop a wide selection of grocery items, gifts, Vermont craft beer, and a curated selection of wine. Take a stroll through the Village before or after dinner to take in the sights, do some window shopping, and savor a sweet treat.

**INSIDER TIP:** For the best après ski experience, make a reservation at the outdoor Spruce Peak Village Pergolas, or stop by the WhitePig Pavilion in the heart of the Village.

VermontVacation.com 7

PHOTO COURTESY OF JENNIFER WOODS PHOTOGRAPHY



### RABBIT HILL INN

**Lower Waterford**  
Located in northern Vermont, Rabbit Hill Inn specializes in relaxing, romantic, adult getaways with unparalleled hospitality. This luxury 19-room full-service bed & breakfast boasts luxe accommodations with a variety of décor styles, including traditional, American country, contemporary, and transitional. Most rooms feature fireplaces and several offer whirlpool tubs for two and oversized showers. Many rooms have furnished porches and capture the views of the neighboring White Mountains. Linging without the distraction of a television or phone - by design, these have been omitted from the guestrooms.

The dining options at Rabbit Hill Inn provide for a deliciously romantic Vermont experience. Enjoy the innovative cuisine of a relaxed fine-dining experience, with Four Diamond award-winning seasonal cuisine. Begin dinner with a skillfully crafted cocktail before savoring cuisine that is truly a work of art. Under the direction of Executive Chef Andrew Hunter, the Inn's culinary team delivers today's American cuisine while incorporating classical and new techniques to create frequently changing

PHOTO COURTESY OF ALLMARKS



treats, fruit, yogurt, and homemade granola. Choose from two hot entrees which change daily, such as raised waffles with chocolate ganache, Duke de L'ache, loaded coconut, and plenty of Vermont maple syrup. After a fun-filled day, return to the Inn for afternoon seasonal beverages and house-made pastries in the common areas.

**INSIDER TIP:** For a true Vermont experience, enjoy the Maple Martini, made with Vermont vodka and Sapling Maple Liqueur.

### THE RELUCTANT PANTHER INN

**Manchester**  
The Reluctant Panther Restaurant features contemporary American cooking in a relaxed yet elegantly upscale atmosphere. Twenty deluxe rooms and suites span across three buildings, each with an elegant design, antique furnishings, and museum quality artwork.

Offering Manchester's finest dining, it's no surprise that Executive Chef Sigal Rocklin was awarded "Vermont Chef of the Year" in 2018. Chef Rocklin siles Vermont's sense of community and abundance of local farms and purveyors as what makes

PHOTO COURTESY OF FRANCESCA JENNINGS AND IN



The Reluctant Panther Restaurant showcases the best of Vermont in an intimate setting. With a focus on sustainability, the culinary team works with local farmers, cheesemakers, and producers to create innovative menus that change with the seasons. Complementing the culinary offerings is the Wine Spectator award-winning wine list, specialty craft cocktails, and local Vermont beers.

**INSIDER TIP:** In the warmer months, dine on the outdoor covered terrace to take in view over the gardens and Mount Equinox.

### FOUR COLUMNS INN

**Newfane**  
Four Columns Inn is southern Vermont's ultimate culinary getaway. You will feel welcome as soon as you walk through the door. Each of the fifteen rooms has been renovated and decorated to offer a unique style. Established by a French chef and his wife in 1969 as an oasis for sustainability and luxurious healthy living, the tradition of culinary excellence is continued with three distinct dining experiences.



The original restaurant was the first true farm-to-table in the United States and the Inn has been a top-notch culinary destination ever since. The new onsite restaurant prides itself on sourcing Vermont foods and ingredients from local farms and artisans. If you seek out the finest culinary experiences while traveling, you will find this meticulously prepared farm-to-table fare. Every wine aficionado will find something to satisfy their taste buds on the six-page wine list.

Want a more casual experience? The Tavern at Four Columns Inn offers a casual gathering area with elevated comfort food and an extensive Vermont beer list. Signature offerings include chicken pot pie and beer stew.

For breakfast, Inn guests are treated to a complimentary continental breakfast which includes croissants, muffins, toasts, yogurt, quiches, cereals, gluten-free vegan granola made in Vermont, and delicious jams. Your day is bound to be remarkable when you start with these fresh treats.

**INSIDER TIP:** Andrea's Table is open to the public for dining Thursday, Friday, and Saturday.



# ANNUAL INSPIRATION GUIDE

## AMPLIFYING VERMONT'S STORY

### EDITORIAL SUPPORT

Amplifying content from the Inspiration Guide via digital assets and grassroots efforts.



Inspiration Guide Digital Edition



Vermont Tourism Social Media



VermontVacation.com



Direct Mail Requests



Vermont Tourism Email Marketing

## VERMONT



### Inspiration for Your Next Adventure

Vermont's annual Inspiration Guide contains all you need to plan your vacation, including a comprehensive directory. Preview the guide below, including stories about Vermont's hospitality, farm-to-table cuisine, storied architecture, iconic swimming holes, and inspiring 72-hour itineraries.

[ORDER YOUR TRAVEL GUIDE](#)

[VIEW THE GUIDE ONLINE](#)

**Vermont Trip Ideas**



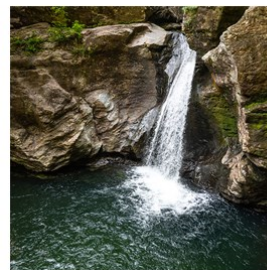
### Sip Your Way Through Vermont

Vermont is home to the most craft breweries per capita, but that's just the beginning of the variety of craft pours you'll find in the Green Mountains. Gin distilled with juniper and finished with raw honey, award-winning cider made with heirloom apples, and small-batch wine from cold-hardy grapes await in Vermont.



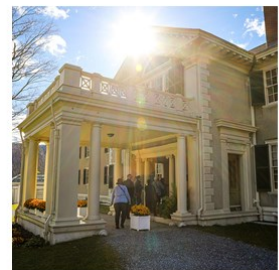
### 72 Hours in Central Vermont

The Woodstock-Quechee region teems with classic New England heritage, beauty, and architecture. A three-day trip affords plenty of time to see raptors up close at Vermont Institute of Natural Science, take in the beauty of Quechee Gorge, sip craft cocktails in the heart of downtown Woodstock, and explore Vermont's Black history.



### Iconic Vermont Swimming Holes

Waterfalls feed refreshingly cold and deep glacial holes in forests and shallows. Meandering rivers are perfect for wading on a hot summer day. Vermont swimming holes offer invigorating summer adventures.



### 72 Hours in Southern Vermont

Vermont's Scenic Route 100 Byway knits together the southern region. Discover miles of backcountry on bikes or snowshoes and some of Vermont's richest history, including Hildene, the Lincoln Family Home, and sample farm-crafted cheese and locally distilled spirits.

[ORDER YOUR TRAVEL GUIDE](#)

[VIEW THE GUIDE ONLINE](#)

# DISTRIBUTION

Distributed to key points of interest in Vermont's drive market to amplify your business's story and inspire travel.



Key retail outlets in New England and New York



Airports and travel hubs in NH, MA, NY and VT



Consumer shows and events in CA, MA, VT & beyond



Vermont Welcome & Information Centers



Vermont lodging properties and tourism hubs



US and CA direct mail requests



**SOUTHERN VERMONT TRAVEL SERVICES DIRECTORY**

## ARLINGTON

**STAY**  
**Arlington Inn & Spa**  
 A 175-year old inn with 16 rooms, tavern, gardens, and massage suite. Conveniently located between Manchester and Bennington. Stay for a weekend or longer and enjoy what each season offers. Fine accommodations and romantic escapes. \$55-\$555  
 #3904 Rte. 7A, Arlington  
 802-375-6532  
 arlingtoninn.com

**West Mountain Inn**  
 Set high on 150 private mountain-side acres, West Mountain Inn specializes in fresh local cuisine. The Inn's spacious guest rooms, romantic dining room, welcoming tavern, hiking trails, extensive gardens, and amazing views provide the perfect relaxing and delicious Vermont getaway. \$5-\$55  
 144 West Mountain Rd., Arlington  
 802-375-6516  
 westmountaininn.com

**EXPERIENCE**  
**The Village Peddler and The Chocolatorium**  
 Handcrafted chocolates and fudge made in their candy kitchen. Vermont gourmet foods, teddy bears, and gifts. Visit Cocoa, the 100-

pound chocolate teddy bear. Explore the world of chocolate, make your own chocolate bar, enjoy a flight of chocolate.  
 240 Old Mill Rd., East Arlington  
 802-375-6037  
 villagepeddler.com

**BENNINGTON**  
**STAY**  
**Four Chimneys Inn**  
 Crisp and clean, quiet and unhurried. The Inn provides a magical respite from the day-to-day frenzy. Fully equipped with modern amenities. Wake up each day with piping hot coffee and a hearty country breakfast.  
 21 West Rd., Bennington  
 802-447-3500  
 fourchimneys.com

**EXPERIENCE**  
**Kimberly Farms Riding Stables**  
 Kimberly Farms has been a licensed and certified horse camp for more than 30 years. Beautiful 60-acre facility, where horses roam the pastures, wildlife flourishes, and fun is had by all. The devoted staff have lifetimes of horse experience to share with guests and students.  
 124 Cox Hill Rd., North Bennington  
 802-442-5454  
 kimberlyfarms.org

**Park McCullough Historic Governor's Mansion**  
 Vermont's premier historic house. A prime example of Second Empire design. Offering tours, live music, theater, and unforgettable weddings and events.  
 1 Park St., Bennington  
 802-442-5441  
 parkmccullough.org

**BRATTLEBORO**  
**STAY**  
**The Brattleboro**  
 The Brattleboro is nestled on 22 acres of private land that boasts beautiful views of the Vermont woods, a private phone, and an unforgettable mountain stay. The property has three rooms, each with private luxury bathrooms.  
 770 South St., Brattleboro  
 802-490-9749  
 thebrattleboro.com

**EXPERIENCE**  
**The New England House**  
 Focusing on the art of keeping it local, keeping it fresh, and working within the season while supporting local farms. Experience meals made with locally raised beef, seafood is delivered fresh via a local vendor, and local produce whenever possible.  
 254 Marlboro Rd., Brattleboro  
 802-254-6886  
 newenglandhousevt.com

**The Robb Farm Sugar House**  
 The Robb family has long recognized the value of raising naturally grown and local foods. They have even converted the old milking room into kitchen space to make their own value-added maple products, such as maple candy.  
 822 Ames Hill Rd., Brattleboro  
 802-257-0163  
 robbfamilyfarm.com

**Vermont Country Deli**  
 Enjoy the smell of simmering garlic, chocolate baking, and a visual feast for your eyes. Since 1986, Vermont Country Deli has offered a gourmet-to-go marketplace, prepared foods, sandwiches, decadent desserts, homemade bread, craft beer, wine, and specialty Vermont products.  
 436 Western Ave., Brattleboro  
 802-257-9254  
 vermontcountrydeli.com

**Whetstone Beer Co.**  
 On-site brewing, cafe, live music, and two dock with stunning Connecticut River views. The state line separating Vermont and New Hampshire runs through the space so you can actually drink beer in two states at once.  
 36 Bridge St., Brattleboro  
 802-490-2354  
 whetstonebeer.com

**PLAN**  
**Brattleboro Area Chamber of Commerce**  
 The "Gateway to Vermont" overlooking the Connecticut River owns many "best" accolades. The historic downtown boasts galleries, eateries, shops, and breweries. Then just pick a direction: greater Brattleboro offers adventures and experiences north, south, and west of Main Street.  
 180 Main St., Brattleboro  
 802-254-4565  
 brattleborochamber.org

**DUMMERSTON**  
**STAY**  
**The Landmark Trust USA**  
 Experience history in your own way, without velvet ropes. Offering authentically restored

historic properties as vacation rentals ideal for romantic, romantic getaways, foliage trips, ski weekends, and retreats. Stay in Rudyard Kipling's Naalakha where Kipling wrote The Jungle Book. \$5-\$555  
 707 Kipling Rd., Dummerston  
 802-254-6868  
 landmarktrustusa.org

**EXPERIENCE**  
**Scott Farm**  
 Scott Farm Orchard is a historic farm that grows over 100 certified ecologically grown heirloom apple varieties. Farm Market, PYO, taste sweet and hard cider, eat farm fresh baked goods at the Pippin's Cafe, walk in the Stone Park.  
 707 Kipling Rd., Dummerston  
 802-579-1720  
 scottfarmvermont.com

**LONDONDERRY**  
**STAY**  
**Upper Pass Lodge**  
 Your round lodging with on-site restaurant and bar at the base of Magic Mountain. Whether traveling for business, pleasure, or a family get-away, budget-conscious travelers enjoy returning to Upper Pass Lodge after the day's adventures.  
 420 Magic Mountain Access Rd., Londonderry  
 802-824-5600  
 upperpasslodge.com

**MANCHESTER**  
**STAY**  
**Barstead Inn**  
 A family-run inn renovated to the highest standards. A New England carriage house built in the 1830s, the 23 amazing rooms and suites come complete with an updated private bath, seasonal air conditioning, smart TV, Wi-Fi, and complimentary local-skin-care products. Full farm-to-table breakfast is included with every stay.  
 249 Barstead St., Manchester  
 802-362-1619  
 barsteadinn.com

**Casablanca Motel**  
 Ten charming, restored cabins, modern amenities, realistic rates. Located in beautiful Manchester VT. Visit "Best Retro Escape" in Yankee Magazine. Groups, reunions, and

weddings welcomed. Dog friendly. Home to Cabernet Tours, local narrated tours and wedding shuttle service. \$5  
 5927 Main St., Manchester Center  
 802-362-2145  
 casablancamotel.com

**Equinox Golf Resort & Spa**  
 The Equinox offers delicious dining, history, and world-class golf with views of nearby Bromley and Stratton. For two centuries, The Equinox has served as an icon of the New England lifestyle with fresh mountain air, peaceful surroundings, and beautiful views.  
 3567 Main St., Manchester Village  
 802-362-4700  
 equinoxresort.com

**Inn at Manchester**  
 At the Inn at Manchester, the pleasures are simple. Choose from one of 21 thoughtfully appointed guest rooms - including 12 suites - each with their own distinct character, including some with private fireplaces and sitting rooms. \$5-\$55  
 3967 Main St., Manchester  
 802-362-1793  
 innatmanchester.com

**Kimpton Taconic Hotel**  
 A boutique hotel offering luxury accommodations in a stunning setting. Combining casual elegance, local amenities, and gracious service. A calm away from the daily bustle with spaces designed for relaxation. Locals and guests alike enjoy dining at The Copper Grange. \$5-\$555  
 3835 Main St., Manchester  
 802-362-0147  
 taconic.com

**Reluctant Panther Inn and Restaurant**  
 Southern Vermont's finest small luxury hotel, offering 20 uniquely appointed rooms and suites, fine dining and gracious hospitality in a sophisticated setting. The restaurant showcases the best of what Vermont has to offer in a unique and exciting way. \$5-\$555  
 39 West Rd., Manchester  
 802-362-2568  
 reluctantpanther.com

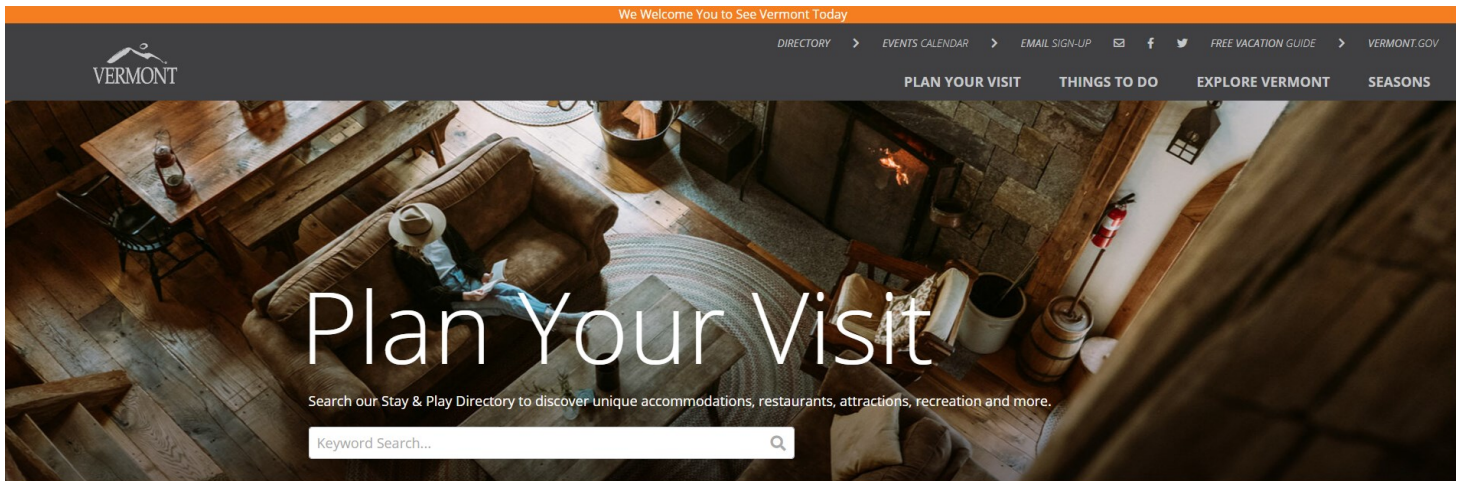




# STAY & PLAY DIRECTORY

## ROBUST FEATURES

The VermontVacation.com Stay & Play Directory is the source for comprehensive business listings that visitors depend on to plan their trips. The featured listing program provides businesses with premium exposure and leverages the millions invested in marketing tactics by the Vermont Department of Tourism and Marketing.



### SELECT FILTERS TO BEGIN PLANNING

#### EXPERIENCE

- Agricultural Attractions
- Attractions & Entertainment
- Food & Drink
- Parks & Natural Attractions
- Shopping
- Vermont Craft Beverages
- Arts & Heritage
- Classes & Guided Tours
- Outdoor Recreation & Sports
- Seasonal Camps
- Spa, Health & Wellness

Select All

#### STAY

- Cabins & Vacation Rentals
- Camping & RV Parks
- Farmstay
- Hotels & Motels
- Inns and Bed & Breakfasts
- Resorts

Select All

#### PLAN

- Transportation
- Traveler Resources
- Welcome Centers

### NARROW YOUR SEARCH

#### LOCATIONS

Select Region...

Select Town...

#### SERVICES

- Accessible Travel
- Family Friendly
- Packages & Specials Available
- EV Charging
- Made in Vermont
- Pet Friendly


#### SEASONS

- Winter
- Spring
- Summer
- Fall


Apply Filters Clear Filters



**Middlebury Sweets Motel**  
A newly transformed 1950s motel, now a quaint boutique motel sure to give you sweet dreams! The largest candy store in...  
1395 Rte. 7 South Middlebury, VT



**Hill Farm Inn**  
A classic bed and breakfast situated on fifty pristine acres.  
458 Hill Farm Rd. Sunderland, VT



**Camping on the Battenkill**  
The campground that brings you back to nature.  
48 Camping on Battenkill Arlington, VT



**Trapp Family Lodge**  
A Little of Austria... a Lot of Vermont®.  
700 Trapp Hill Rd. Stowe, VT

## PREMIUM EXPOSURE

Delivering relevant results through a multi-faceted search filter function, the Directory is designed to drive visitors down the marketing funnel on their trip planning journey.

Directory Landing Page	Features	Individual Listing Page	Features
Basic Business Information	✓	Description	1080 characters with spaces
Priority Sort	✓	Photos	20
Description Preview	✓	Embedded Map & Directions Link	✓
Phone and Web Icons & Links	✓	Video	✓
Subcategories Included	2	Social Handles	✓
		'Book Now' Direct Booking Link/Button	✓
		Geo-targeted 'You May Also Like' Feed	✓



### Moose Meadow Lodge & Treehouse

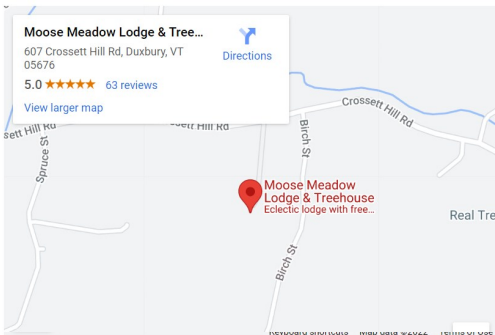
607 Crossett Hill, Waterbury, VT

<http://www.moosemeadowlodge.net>

802-244-5378

[relax@moosemeadowlodge.com](mailto:relax@moosemeadowlodge.com)

[Book Now >](#)



This award-winning luxury log home bed and breakfast has redefined glamping in Vermont. Rustic yet modern, it features four guest rooms plus one magical treehouse. Its 86 wooded acres include hiking trails, a trout pond, firepit and the Skyloft – a mountain top enclosed gazebo. It's the ideal setting for intimate weddings, reunions or to simply escape for a quiet, romantic vacation. Centrally located and only a few miles from Waterbury, home of Ben & Jerry's, Cold Hollow Cider Mill, Vermont Artisan Coffee, breweries and restaurants for all tastes and budgets. Nearby are the world class ski resorts of Stowe, Bolton Valley, Mad River Glen and Sugarbush. Montpelier is 14 miles away. Burlington Airport is 27 miles away.

Moose Meadow hosts the popular Broadway in Vermont concert, the Vermont Philharmonic Pops and the Eleva Chamber Players, and it sponsors the Waterbury Arts Fest among others. The Moose Meadow Lodge & Treehouse provides a welcoming and safe environment.

[Facebook](#)

[@Instagram](#)

#### STAY

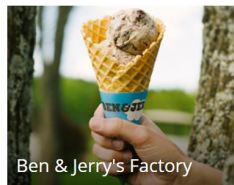
[INNS AND BED & BREAKFASTS](#)

#### SERVICES

[FAMILY FRIENDLY](#)

[PACKAGES & SPECIALS AVAILABLE](#)

#### YOU MAY ALSO LIKE



# OPPORTUNITY

## ADVERTISING RATES AND SPECIFICATIONS

### LEVERAGE THE POWER OF PRINT AND DIGITAL

The most comprehensive offering within the Tourism Marketing Program. All print display ads and the listing package include a print presence in the Annual Inspiration Guide and a featured listing on the VermontVacation.com Stay & Play Directory.

Product	Description	Member	Non-Member
<b>Back cover*</b>	Print display ad; 12-month featured digital listing	\$13,532	\$18,945
<b>Inside front/back cover*</b>	Print display ad; 12-month featured digital listing	\$11,137	\$15,592
<b>Inside front facing page*</b>	Print display ad; 12-month featured digital listing	\$10,112	\$14,157
<b>Inside back facing page*</b>	Print display ad; 12-month featured digital listing	\$9,258	\$12,961
<b>Full page*</b>	Print display ad; 12-month featured digital listing	\$7,650	\$10,710
<b>1/2 page*</b>	Print display ad; 12-month featured digital listing	\$5,588	\$7,823
<b>1/3 page*</b>	Print display ad; 12-month featured digital listing	\$3,889	\$5,445
<b>1/4 page*</b>	Print display ad; 12-month featured digital listing	\$3,347	\$4,686
<b>1/6 page*</b>	Print display ad; 12-month featured digital listing	\$2,485	\$3,480
<b>Featured listing package</b>	Print listing; 12-month featured digital listing	\$850	\$1,190

**\*All print display ads include a print listing | Creative and content deadline: February 16, 2024.  
Magazine will be in-market spring 2024**

### ADDITIONAL EXPOSURE OPPORTUNITIES

Product	Description	Member	Non-Member
<b>Featured Special or Package</b>	Print listing in featured travel service section.	\$500	\$700
<b>Additional Listing</b>	12-month listing in same or new category; second print directory	\$300	\$420

*\*Must have already purchased a display ad or listing package to take advantage of additional exposure opportunities.*

### Contact Us

Marc Plouffe, Advertising Account Executive  
802-825-8070 | [mplouffe@vtchamber.com](mailto:mplouffe@vtchamber.com)

Megan Bullard, Advertising Sales Associate  
802-578-6159 | [mbullard@vtchamber.com](mailto:mbullard@vtchamber.com)



## AD SIZE

### Full page/Covers

7" x 9 7/8"

### Full page/Cover with bleed ^

8 1/4" x 11 1/8"

### Half page

7" x 4 7/8"

### Third page

4 5/8" x 4 7/8"

### Quarter page

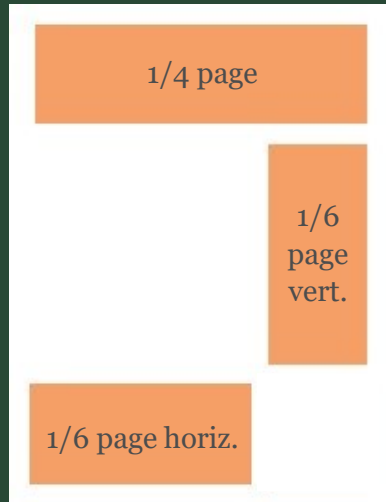
7" x 2 3/8"

### Sixth page vertical

2 1/4" x 4 7/8"

### Sixth page horizontal

4 5/8" x 2 3/8"








^For bleed ads, please add 1/8" on all sides. Trim size: 8" x 10 7/8"

Display ads should be press-ready PDF files, in CMYK format and 300 dpi resolution.

## PRINT LISTING INFORMATION

### FEATURED LISTING PACKAGE

- 40 word description
- Basic contact information (email, phone, website, and street address)
- Travel service icons (see below)
- Rates (lodging only; see below)

Travel Services Icons	Rates
 Pet friendly, call ahead	\$ (less than \$100)
 Motorcoaches accepted	\$\$ (\$101 - 200)
 ADA compliant	\$\$\$ (\$201 - 300)
 Wi-Fi	\$\$\$\$ (\$301 and above)
 EV charging station	<i>Rates can be a range</i>