

AD SIZES

full page
7.875 x 10

1/2 page (H)
7.875 x 4.875

1/2 page (V)
5 x 7.415

1/3 page (H)
5 x 4.875

1/3 page (V)
2.4 x 10

1/6 page (H)
5 x 2.4

1/6 page (V)
2.4 x 4.875

Mechanical Specifications:

Camera ready ads need to be 300 dpi,
CMYK and submitted in the following
formats: hi-res pdf, tiff, eps or jpeg.



MOUNTAIN VIEW PUBLISHING, LLC

ADVERTISING RATES

ALL MAGAZINES ARE
PUBLISHED QUARTERLY

RATES	1X	4X
COVERS		
Inside Front	N/A	\$1,255
Inside Back	N/A	\$1,255
Outside Back	N/A	\$1,400
Full Page	\$1,145	\$1,095
1/2 page	\$845	\$815
1/3 page	\$730	\$690
1/6 page	\$435	\$415
FOR TREND WATCH AND HEALTH WATCH use 1X rate		

Sign up for any two magazines, get a 5% discount.
Sign up for any three magazines, get a 10% discount.
Sign up for ALL Four magazines, get a 15% discount.

ADVERTISING DEADLINES

Issue	Space	Copy	Delivery
Spring	Jan 10	Jan 15	March
Summer	Apr 10	Apr 15	June
Fall	July 10	July 15	Sept
Winter	Oct 10	Oct 15	Dec

Ad production is available from our graphic designer at an hourly rate.

Ask about our online advertising rates
www.greateruppervalley.com

HERE IN HANOVER

5,500 copies mailed free to every homeowner in Hanover, Etna, Lyme, Orford, and Norwich. Distributed to most businesses, Chamber of Commerce and all area hotels. Sold in certain stores. All issues available online.

www.greateruppervalley.com

WOODSTOCK MAGAZINE

5,000 copies distributed to many stores, tourist info centers, area hotels and inns and real estate offices in Quechee, Woodstock, South Woodstock, Barnard, and Pomfret for free. All issues available online.

www.greateruppervalley.com

IMAGE

10,000 copies mailed free to upper income households all over the Connecticut River Valley. Distributed to many businesses, Chamber offices, area hotels and sold in certain stores. All issues available online.

www.greateruppervalley.com

BEST OF BURLINGTON

7,500 copies mailed free to upper income households all over the Champlain Valley. Placed in 800 hotel rooms and mailed to 500 businesses. All issues available online.

www.bestofburlingtonvt.com

TREND WATCH AND HEALTH WATCH (ANNUALLY)

10,000 copies mailed once a year all over the Connecticut River Valley. Distributed to many businesses. Trend Watch in April and Health Watch in October. All issues available online.

www.greateruppervalley.com

BUSINESS OFFICE

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Bob Frisch, Publisher
Cheryl Frisch, Publisher

DIGITAL OPPORTUNITIES



With **Digital Marketing** there are a lot of pieces to the puzzle that need to work together in harmony to avoid wasting time and energy. There's a lot of things you can do, but doing them in a coordinated way is critical to success. Put our brand, relationships and expertise to work for your business.

Reach New Customers

In Multiple Ways, On Multiple Days (Last 30 Days)

25,000 Pageviews

200,000 Ad Impressions

10,000 Avg. Facebook Reach

5,000 Emails Sent

Community Sponsorship Package

There's no better way to share your unique story with our community.

- ✓ Optimize for Search
- ✓ Increase Reach
- ✓ Drive Engagement
- ✓ Build Relationships
- ✓ Gain More Customers



Snapshot Ad – 300x125px

“Brought To You By” Logo

Recognition as local leader on every page of our sites as shown to left (logo with a link to your directory listing).

Premium Directory Listing

Your home base for all your local marketing efforts. Build credibility and improve search engine rankings with the power of our brand.

Business Snapshot Ad

Highlight a call-to-action and reach a highly targeted and engaged audience

Sponsored Content

Whether you're looking to establish expertise, promote your business or simply have something fun and engaging to share with your customers, we've got you covered.

**All sponsored content will be shared on Facebook and included in our email newsletter*

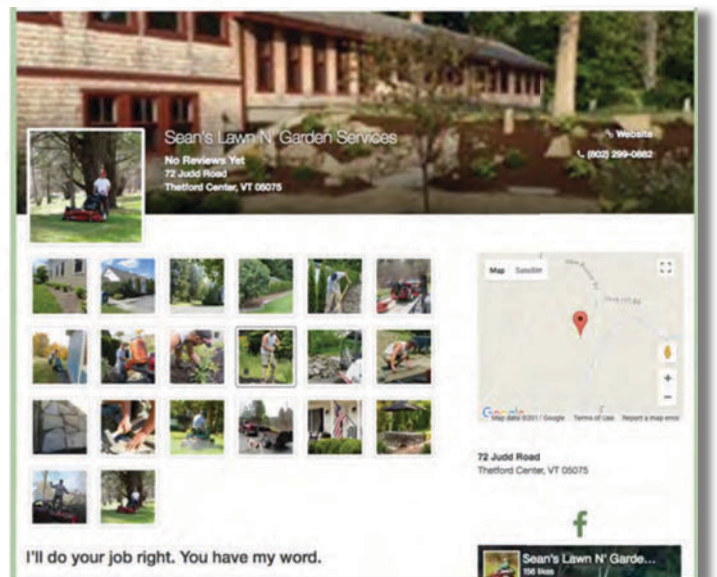
PROUDLY BROUGHT TO YOU BY THESE COMMUNITY SPONSORS



THE MASIELLO GROUP



Sponsorship Logo & Link



Premium Directory Listing

Only: \$350 per quarter

Sidebar Banner Ad

Become an E-Member today

LaValley
BUILDING SUPPLY, INC.

Middleton
BUILDING SUPPLY, INC.

**and ask about getting your
Discount Shopping Card!**

Only \$250 per quarter

Key Benefits

- Remain top of mind (branding)
- Elicit a desired action with a Call-to-Action (CTA)

The only place you'll find specialty ad formats that can boost your click through rate!!

Standard Ad – 300x250px
Specialty Ad Sizes Vary by Type

SPECIALTY AD FORMATS

Sotheby's
INTERNATIONAL REALTY

< Last 1 of 2 Next >

Open House!

Parker Loren
Work: 732-555-1903
parker.loren@sothebysrealty.com
Cell: 732-555-1902

Real Estate Gallery Ad

BROADSTREET

Before

After

Free estimates, friendly customer service!

Before & After

BURRITO 10TH AVE COMPANY

18 hours, and 22 minutes

Grand opening! Come down to 10th Ave Burrito for free margaritas and unlimited tacos on November 17th!

Countdown

MEN'S JOURNAL
The 101 Best Beers in America

Rook Coffee

So proud of our coffee/beer collaboration with Kane Brewing Company's Morning Bell.
#rookcoffee #morningbell
<http://www.mensjournal.com/expert-advice/the-101-best-beers-in-america-20150325/new-jersey-morning-bell-w200524>

Facebook Beats Ad

And more...

Social Promotions



Starting at \$200
per promotion (plus prizes)

SOCIAL PROMOTIONS - Put your business in front of our audience and deliver a fun experience and a high ROI.

Key Benefits

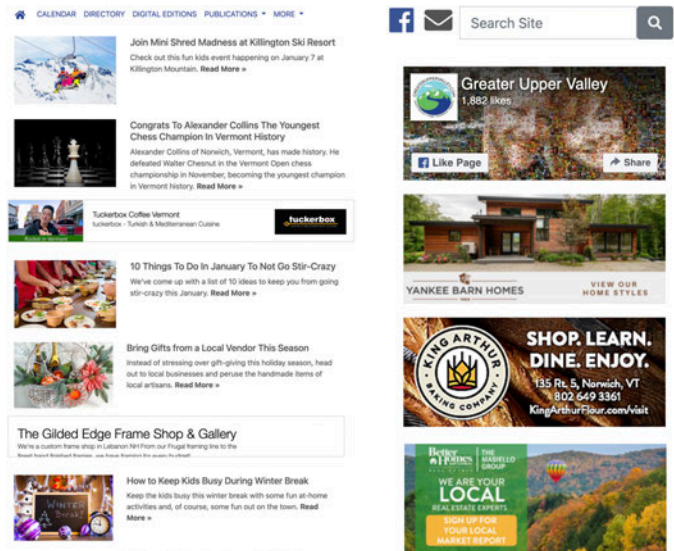
- Promoted FB posts on our Facebook page to maximize reach
- Collect opt-in emails
- Custom designs for each promotion including call-to-actions on our website and email newsletter
- Logo and link to your site

Premium Options

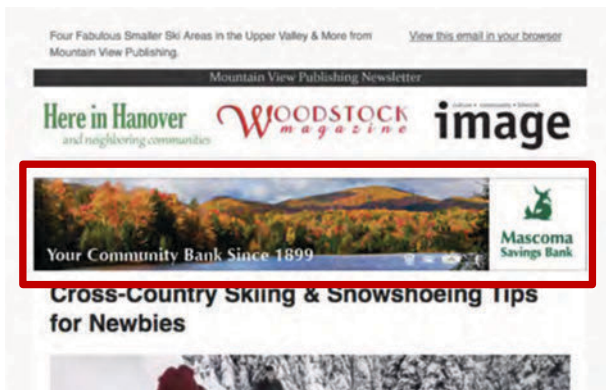
Pushdown Banner Ad \$350/quarter



Facebook Posting \$20/month or \$240/year



Email Sponsorship \$500/quarter



And Much More!

Premium Directory Listing \$50/quarter

Present your business to potential customers, collect reviews, strengthen SEO (Google ranking) & build your social media following.

Premium listings are also highlighted on our homepage in our Local Spotlight section.

