



Since 1964

STRATTON magazine

FEATURING MANCHESTER & THE MOUNTAINS

STRATTON MAGAZINE showcases the communities, people, and lifestyle of the Manchester and the Mountains area. The publication engages readers by providing an inside look at the vibrant year-round recreation, events, culinary and arts activities that make the region so spectacular. Beautiful photography, editorial of the highest quality, and award-winning design have positioned *Stratton Magazine* as a premiere resort and regional lifestyle publication.



PLEASE NOTE BELOW:
WE HAVE ALTERED
OUR 2020 DEADLINES

CLOSING



MATERIAL DUE



ISSUANCE



SUMMER/FALL 2020

We're featuring the beautiful outdoors in this year's combined summer/fall issue. We'll be celebrating the very best that the Manchester and the Mountains area has to offer as we experience the sunshine and fall foliage. Also look for our annual home improvement special section.

FEATURING HOME IMPROVEMENT SECTION (LIMITED AVAILABILITY)

CLOSING



MATERIAL DUE



ISSUANCE



HOLIDAY 2020

We present our annual holiday gift guide featuring items from retail advertisers. There is also, of course, a focus on family and traditions. We'll kickoff the winter skiing and riding season.

FEATURING HOLIDAY GIFT GUIDE (LIMITED AVAILABILITY—MUST RESERVE SPACE BY 9/18)

CLOSING



MATERIAL DUE



ISSUANCE



WINTER 2021

Watch for this issue arriving in the midst of the winter season and celebrating everything that makes winter in Vermont and at Stratton Resort so special.

FEATURING GOOD TASTE DINING SECTION (LIMITED AVAILABILITY—MUST RESERVE SPACE BY 11/25)

An enhanced dining guide will be incorporated into this issue. All dining-related advertisers with a display ad of 1/6 page or more will have an enhanced listing within the dining section which includes a restaurant description and a photograph.

2020/2021 ADVERTISING PLANNING

Please reach out for detailed advertising information on Old Mill Road Media's other publications:

Vermont Magazine Quarterly magazine with an inside view of what's happening around the state.

Vermont News Guide Weekly newspaper highlighting all the happenings in the Manchester & the Mountains area.

Manchester Life Annual magazine showcasing the beauty, lifestyle, and community of Manchester & the Mountains.

Playbills for Weston Playhouse, Dorset Theatre Festival, Manchester Music Festival Space closes early April 2021.

RATES + SIZES

TAKE ADVANTAGE OF THE BEST RATE AND RESERVE YOUR SPACE IN ALL FOUR ISSUES!

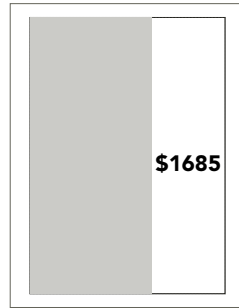
4x color per issue rates below:

FULL PAGE*



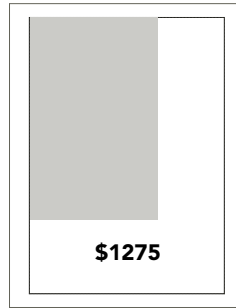
*SEE BELOW FOR AD SIZE

2/3 PAGE



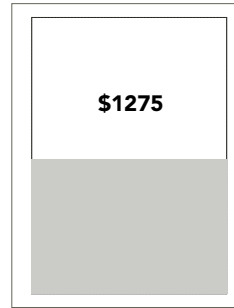
4.625 X 10"

1/2 ISLAND



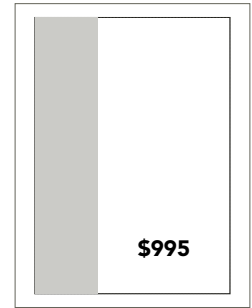
4.625 X 7.375"

1/2 HORIZONTAL*



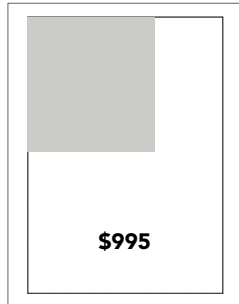
7.5 X 4.875"

1/3 VERTICAL



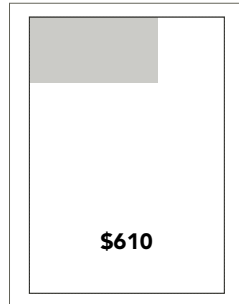
2.25 X 10"

1/3 SQUARE



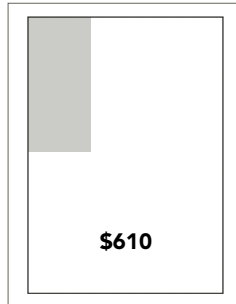
4.625 X 4.875"

1/6 HORIZONTAL



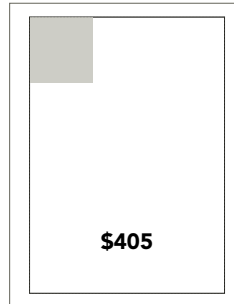
4.625 X 2.375"

1/6 VERTICAL



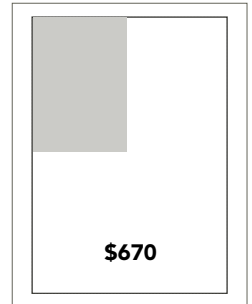
2.25 X 4.875"

1/12



2.25 X 2.375"

1/4 (REAL ESTATE SECTION)*



3.625 X 4.875"

*FULL PAGE, 1/2 PAGE HORIZONTAL, AND 1/4 PAGE AD DIMENSIONS HAVE CHANGED. BE SURE TO SIZE YOUR AD TO THE NEW DIMENSIONS. TO FURTHER ENHANCE OUR NEW DESIGN, BORDERLESS ADS ARE PREFERRED (WITH THE EXCEPTION OF FULL PAGE ADS).

ONE TIME & BW RATES

	1X BW	1X 4C	4X BW
back cover			\$2995
inside covers			\$2715
full page			\$2410
2/3 page	\$1599	\$1840	\$1325
1/2 page	\$1110	\$1429	\$965
1/3 page	\$805	\$1125	\$680
1/4 page (real estate)	\$539	\$745	\$450
1/6 page	\$470	\$690	\$399
1/12 page	\$280	\$455	\$240
Regional Services	\$199	—	\$179

Local Services listings bought in conjunction with a minimum 1/6 page display ad earns an additional 20% discount

HOME IN VERMONT

Stratton Magazine now features a new Home in Vermont section, specifically designed as an advertising opportunity for real estate agents, home builders, architects and interior designers surrounded by home-related editorial.

FREQUENCY DISCOUNTS: The four-time rate is earned only when ads run in consecutive issues. Advertisers will be charged the one-time rate on published ads if multiple insertion contracts are cancelled.

ALL RATES SUBJECT TO CHANGE

Please NAME FILES WITH YOUR ADVERTISER NAME and ISSUE DATE. Please provide CROP MARKS FOR BLEED ADS ONLY.

BLEED AREA
TRIM SIZE
SAFE AREA
NON BLEED AD SIZE

FULL PAGE ARTWORK GUIDELINES

bleed area 9.25" x 11"
Extend your background beyond the trim to fill the bleed area

trim size 9" x 10.75"
This is where the pages get cut off

safe area 8.5" x 10.25"
Keep text, logos, icons, etc. within .25" of trim

non bleed ad 8.5" x 10.25"
This is the size required for ads that don't extend off the page.

DISTRIBUTION + SPECIFICATIONS

ADVERTISING BENEFITS



Stratton Magazine offers its readers quality content and its advertising partners key benefits:

DISTRIBUTION

Reach an ever-expanding readership through a controlled circulation of 20,000+/- copies with each issue.

- Mail distribution to second homeowners from Stratton Mountain Resort and members of Stratton Mountain Club, residents of various second-home developments in the Manchester and the Mountains area, regular visitors, and followers of *Stratton Magazine*.
- Physical distribution locations include real estate offices, resort information desks, retail shops, galleries, restaurants, inns, and other quality, high traffic locations and events in the Northshire area (Manchester, Peru, Dorset, Arlington), as well as the West River Valley (Stratton, Bondville, Londonderry, Weston, Winhall, Jamaica, Townshend and Newfane), and the Bennington area.
- Issues are provided in resort welcome packages and in-room at Stratton Mountain Resort and The Equinox Resort. They are also available at Vermont Visitor's Centers including Guilford/Brattleboro, Fair Haven, and Bennington.

EXPANDED ONLINE PRESENCE

With a social media and website manager, *Stratton Magazine* has a daily presence on Facebook and Instagram to further engage with our audience and promote what's new with our advertisers.  

PROMOTION

Through targeted promotions and events our advertising partners have opportunities to showcase their services and products.

GET ON THE LIST

Connect with *Stratton Magazine* online for the most up-to-date information. Sign up for our monthly e-newsletter and subscribe to home delivery at strattonmagazine.com.

EXECUTIVE OFFICE

Old Mill Road Media
4858 Main Street
Manchester Center, VT 05255

KIMBERLY JONES

Advertising Director
802-891-4771
kim@oldmillroadmedia.com

SUBMITTED ADS

Advertising rates are based on receiving your ad electronically, camera ready; otherwise additional production work including typesetting, scanning, resizing, reverse ads, screens and bleed ads will be charged to the advertiser at prevailing rates.

ACCEPTED FILES

High-resolution PDF (preferred)
InDesign CC or below (include all images & fonts)
Illustrator CC or below (type outlined)
High resolution PSD or TIF (Flattened, CMKY, 300 dpi)

Please name files with YOUR advertiser name and issue date. Please provide crop marks for BLEED ADS ONLY.

IMAGES

All provided photos should be CMYK, 300dpi and sized at 100% when imported into your layout program. All provided photos should be color-corrected and ready for print. *Stratton Magazine* is not responsible for the quality of supplied photos and art.

COLOR MATCHING

The Publisher will not assume responsibility for color ads printed without a provided digital color proof.

PAYMENTS & COMMISSIONS

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. Subject to late fees 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. 50% payment is due at the time of reservation, for the current issue. 50% of all future placements are due by ad close date. Payment in full for all placements are due upon individual issuance.

CONTRACT & COPY REGULATIONS

No cancellations will be accepted after closing date.

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. 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.