



*Since 1964*

# STRATTON magazine

FEATURING MANCHESTER & THE MOUNTAINS

**STRATTON MAGAZINE** showcases the communities, people, and lifestyle of the Manchester & 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.



CLOSING MATERIAL DUE ISSUANCE



**WINTER 2021**

Watch for this issue arriving in the midst of the winter season! We will showcase ways to bring Vermont comfort into your life - including recipes, retro games, decor, and outdoor activities.

**FEATURING GOOD TASTE DINING SECTION (LIMITED AVAILABILITY—MUST RESERVE SPACE BY 12/18)**

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.

CLOSING MATERIAL DUE ISSUANCE



**SUMMER 2021**

We're featuring the beautiful outdoors, celebrating the very best that the Manchester & the Mountains area has to offer. We will highlight the local arts scene, fishing, and more.

CLOSING MATERIAL DUE ISSUANCE



**FALL 2021**

Autumn in Vermont means glorious fall foliage and festivals. It's also our annual issue on all things home. All home improvement-related advertisers will receive a complimentary enhanced listing within the dedicated Home Improvement section.

**FEATURING HOME IMPROVEMENT SECTION (LIMITED AVAILABILITY—MUST RESERVE SPACE BY 7/9)**

CLOSING MATERIAL DUE ISSUANCE



**HOLIDAY 2021**

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 also kick-off the winter skiing and riding season.

**FEATURING HOLIDAY GIFT GUIDE (LIMITED AVAILABILITY—MUST RESERVE SPACE BY 9/3)  
PRODUCT IMAGES DUE BY 9/17**

**2021 ADVERTISING PLANNING**

Please reach out for detailed advertising information on Old Mill Road Media's other publications, where you can experience informed curiosity, high-quality editorial content, and beautiful photography:

- Vermont Magazine** An inside view of what's happening in Vermont, focusing on craftsmanship, the arts, & history.
- Manchester Life** Annual magazine showcasing the beauty, lifestyle, and community of Manchester & the Mountains.
- Berkshire Magazine** Lifestyle magazine for Western Massachusetts exploring arts, homes, happenings, & personalities.
- Vermont News Guide** Weekly newspaper highlighting local events in Southern VT, Nearby NY, and Western MA.

# RATES + SIZES

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

4x color per issue rates below:

<p><b>FULL PAGE</b></p> <p>BACK COVER <b>\$2925</b></p> <p>INSIDE COVERS <b>\$2445</b></p> <p>FULL PAGE <b>\$2145</b></p> <p>*SEE BELOW FOR AD SIZE</p>	<p><b>2/3 PAGE</b></p> <p><b>\$1685</b></p> <p><b>4.625 X 10"</b></p>	<p><b>1/2 ISLAND</b></p> <p><b>\$1275</b></p> <p><b>4.625 X 7.375"</b></p>	<p><b>1/2 HORIZONTAL</b></p> <p><b>\$1275</b></p> <p><b>7.5 X 4.875"</b></p>	<p><b>1/3 VERTICAL</b></p> <p><b>\$995</b></p> <p><b>2.25 X 10"</b></p>
<p><b>1/3 SQUARE</b></p> <p><b>\$995</b></p> <p><b>4.625 X 4.875"</b></p>	<p><b>1/6 HORIZONTAL</b></p> <p><b>\$610</b></p> <p><b>4.625 X 2.375"</b></p>	<p><b>1/6 VERTICAL</b></p> <p><b>\$610</b></p> <p><b>2.25 X 4.875"</b></p>	<p><b>1/12</b></p> <p><b>\$405</b></p> <p><b>2.25 X 2.375"</b></p>	<p><b>1/4 (REAL ESTATE SECTION)</b></p> <p><b>\$670</b></p> <p><b>3.625 X 4.875"</b></p>

EMAIL AD MATERIAL TO [KIM@OLDMILLROADMEDIA.COM](mailto:kim@oldmillroadmedia.com)\*

CAMERA-READY ADS: HIGH RES (300 DPI) PDF, CMYK, NO CROP MARKS UNLESS FULL PAGE  
ADS TO BE CREATED: HIGH RES (300 DPI) LOGO AND PHOTOS, TEXT IN WORD DOCUMENT OR BODY OF EMAIL

\* PLEASE NAME FILES WITH YOUR ADVERTISER NAME AND ISSUE DATE. SEE FOLLOWING PAGE FOR MORE DETAILS.

BLEED AREA  
TRIM SIZE  
SAFE AREA  
NON BLEED AD SIZE

**FULL PAGE ARTWORK GUIDELINES**

Please provide CROP MARKS FOR BLEED ADS ONLY.

**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.

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

### DIGITAL ADVERTISING

2 Month Minimum

WEBSITE	Rotating Side Banner (300 x 250)	\$150/mo
NEWSLETTER	Bottom Banner (800 x 260)	\$200



# 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 & 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 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](http://strattonmagazine.com).

### PHOTO CREDITS FOR COVER IMAGES INCLUDE:

Ali Kaukas, Timothy Peters, & Hubert Schriebl

## 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. Advertisers agree that Old Mill Road Media may add a border to submitted ads, if needed, at no additional cost.

## 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, CMYK, 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, 300 dpi 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.

## PAYMENT TERMS

New or seasonal clients: Payment is due in full at time of reservation. Existing clients: 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. Advertisers who contract for multiple rates initially agree to pay one-time rates for incomplete multiple-rate contracts. Subject to late fees applied on balances over 30 days.

## 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.