



*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.



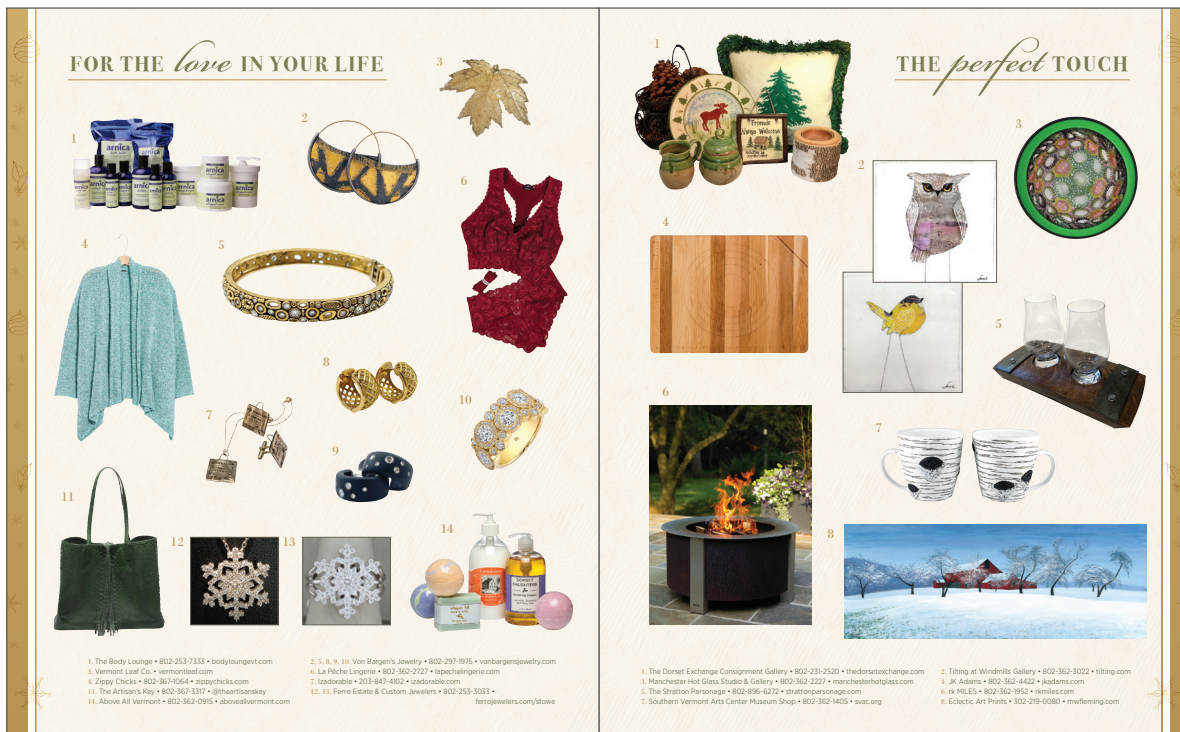
## HOLIDAY 2021

CLOSING

AD MATERIAL DUE

PRODUCT DUE

ISSUANCE



## RESERVE YOUR SPACE NOW FOR THIS HOLIDAY 2021 ISSUE.

This Holiday issue will continue the theme of something-for-everyone gift guide, recipes, and plenty of focus on family traditions and the holidays. All gift-guide related advertisers will receive inclusion in our gift guide section, which will be featured online and promoted on social media. **Space is limited in this section, so please confirm your participation in the gift guide prior to September 24th and provide product by October 8th.**

We appreciate your support of Stratton Magazine & Old Mill Road Media.

- Any changes to your scheduled ad size needs to be provided no later than October 1st;
- The issue arrives mid-November just in time for Thanksgiving and the start of the holiday season!

# RATES + SIZES

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

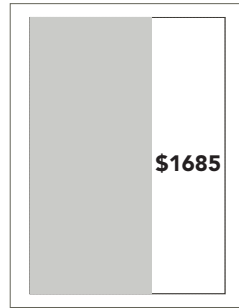
4x color per issue rates below:

## FULL PAGE\*



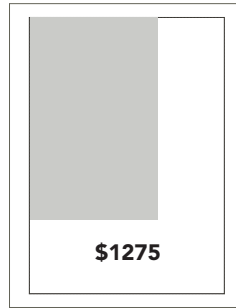
\*SEE BELOW FOR AD SIZE

## 2/3 PAGE



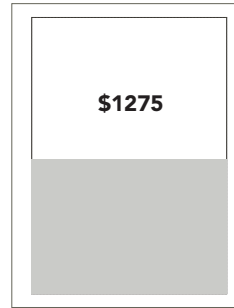
4.625 X 10"

## 1/2 ISLAND



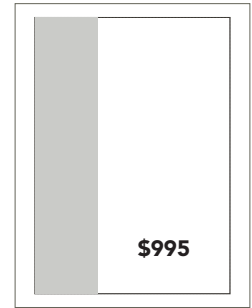
4.625 X 7.375"

## 1/2 HORIZONTAL\*



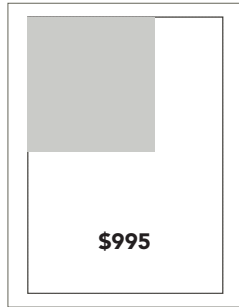
7.5 X 4.875"

## 1/3 VERTICAL



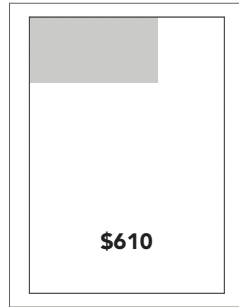
2.25 X 10"

## 1/3 SQUARE



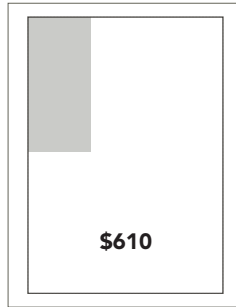
4.625 X 4.875"

## 1/6 HORIZONTAL



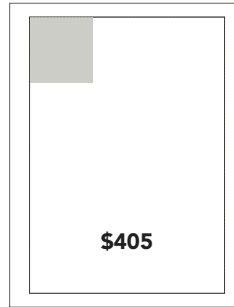
4.625 X 2.375"

## 1/6 VERTICAL



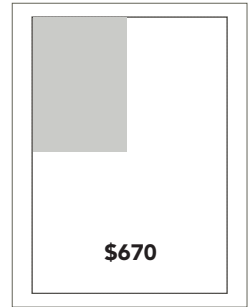
2.25 X 4.875"

## 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 & 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.