

# 4 ways to Advertise in Planet Vermont Quarterly:

## 1 DISPLAY ADS

A graphic format with moderate use of text.

### Note:

- Ad prices are for camera ready ads in the exact dimensions listed on the table.
- Please submit laser prints, photo copies, clean ink drawings, or a diskette with accompanying hard copy. Email submissions are also welcome, in Pagemaker, PDF, EPS, TIF or JPEG formats.
- We will compose your ad for an extra charge of \$15, which must accompany payment for ad. Please include a *clear, neat* thumbnail sketch of desired layout.
- There is a one-time charge of \$10 for new or changed photos.
- We can fax one proof for your pre-approval, if payment and request for fax accompany order.

Size A (Full Page) 10" x 16" \$580		Size B (1/2 Page) 10" x 8" \$295	
Size G 3.25" x 2" \$50	Size F 3.25" x 4" \$80	Size C (1/4 Page) 5" x 8" \$160	Size H (1/8 Page) 5" x 4" \$120
	Size E 3.25" x 6" \$120		Size D 6.5" x 3" \$120

## 2 RESOURCE GUIDE ADS

A brief, detailed description of your product or service, in a categorized directory format. Can include logo, small illustration, or photo.

### Logos, Artwork, and Photos:

Please submit graphics on a separate sheet of paper. Black ink on white paper reproduces best. There is a \$10 charge for new or changed photos. No charge for camera-ready logos, including computer images. We can create a logo from your sketch for an additional \$10.


### Text:

Provide us with a simple, detailed description of your product or service as you would like it to appear in your ad. We will typeset it in our standardized directory format. Sorry, no special fonts, and no camera-ready ads.

### Cost:

Up to 125 words	\$ 55
Additional words	50¢ / word
New/changed ad set-up	\$ 10
Photo set-up	\$ 10
Logo composition	\$ 10

### Sample ad (1/2 size)



Y. U. Askin, M.A.  
Certified Practitioner

**“The answer you seek is within.”**

**Answers to Puzzling Questions**

Y. U. Askin, Gjrktst hsf thirx urstd reprnrvr iehy hrlpinh vlriny vindf yhrnt yutr psyhr in ligr. E hjir evrlrny hlrrp you eill hbr snblr yo fidvotr trslimd og tghr imshgfnfstion hrtytof fore inabveabler to ytiour deasly kittel , kompg doe rs ehsoiurt. Wylet wiol bve agymaies at herp eprsfdectij.

Gift Certificates available. Call for details about ongoing workshops.

Y. U. Askin  
123 First Street  
Secondville, VT 05999

(802) 123-4567  
Fax (802) 123-4568  
E-mail: ask@seek.org

### Categories:

Choose from our existing categories, when possible. Suggestions for new categories will be considered.

## 3 CALENDAR

For advertising one-time or on-going events, meetings, classes, etc.

### Cost:

Up to 100 words	Free
Additional words	25¢ / word

## 4 DIRECTORY

Classified listing of products or services. Includes name and phone number only. For Resource Guide advertisers, directory listing category will match that of Resource guide ad. For Display advertisers, please indicate category, otherwise we will choose.

### Cost:

\$15 per listing  
Free with Display or Resource Guide ads.



## ADVERTISING SPACE CONFIRMATION

Business /Name \_\_\_\_\_

Date \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Fax \_\_\_\_\_

\_\_\_\_\_

E-mail \_\_\_\_\_

\_\_\_\_\_

### ACCOUNT

- New advertiser\*  
Starting w/issue \_\_\_\_\_
- Previous advertiser

### ADTYPE

- Display Ad - size \_\_\_\_\_
- RG - category \_\_\_\_\_
- RG - extra words over 125 \_\_\_\_\_
- Calendar listing - 100 words free, 25¢ per wd \_\_\_\_\_  
thereafter (list #words over 100, attach copy)
- Directory listing

### PAYMENT

- Single issue \$ \_\_\_\_\_
- Trade/barter (must be prearranged)
- Frequency Discounts
- Prepay 2x/half year (10% off) \$ \_\_\_\_\_
- Prepay 4x/full year (20% off) \$ \_\_\_\_\_

### Additional fees:

- New display ad composition \$ 15.00
- New RG set-up fee (includes logo) \$ 10.00
- New Photo set-up (any ad) \$ 10.00
- Changes in display/RG ad \$ 10.00

### AD COPY

- Attached  Will Send
- Camera ready (display ads only)\*
- Please compose it for me based on my sketch (use back of this sheet or attach copy) (\$15 charge applies)
- Repeat, no changes
- Repeat with changes (\$10 fee applies)

**TOTAL ENCLOSED** \*payment due with order \$ \_\_\_\_\_

- Check enclosed
- Mastercard/Visa # \_\_\_\_\_  
Exp. date \_\_\_\_\_

**Please note:** Credit cards are billed through the office of Dr. Nancy Burns, Bennington Center for the Healing Arts and will appear this way on your bill

**Send completed form with payment to:**

**Planet Vermont Quarterly  
P.O. Box 587  
Winooski, VT 05404**

\_\_\_\_\_  
Signature

## AD PRICES

### Display ads

- Size A: (Full Page) 10" x 16" ..... \$580
- Size B: (1/2 Page) 10" x 8" ..... \$295
- Size C: (1/4 Page) 5" x 8" ..... \$160
- Size D: 6.5" x 3" ..... \$120
- Size E: 3.25" x 6" ..... \$120
- Size F: 3.25" x 4" ..... \$ 80
- Size G: 3.25" x 2" ..... \$ 50
- Size H: (1/8 Page) 5" x 4" ..... \$120

**Directory Listing** ..... \$ 15  
Free with any display or RG ad

### Resource Guide Ads

- Up to 125 words ..... \$ 55
- Additional words ..... 50¢ / word

### Calendar

- Up to 100 words ..... free
- Additional words ..... 25¢ / word

## TERMS AND CONDITIONS

- Camera ready copy will appear in print exactly as submitted, so make sure it is clean, neat, and exactly what you want to appear. Photos should be screened at 65 - 85 lpi. We will screen your photo for \$10, but cannot be responsible for errors in camera-ready copy.
- Payment is due with order, with the exception of credit card ads and repeat customers with no outstanding balances.
- You may request one pre-print fax, for which payment and ad copy must be received no later than the ad deadline for the issue in which the ad will appear (see reverse side for deadlines).
- We reserve the right to cancel any ad for which payment has not been received prior to publication.