

the HINESBURG Record

Lisa Dillon Beliveau, Advertising Coordinator
 hrsales@gmavt.net
 (802) 734-1676

Email news to therecord@gmavt.net

The Hinesburg Record is an independent, non-profit community newspaper run by volunteers. Publishing 10 times per year, it is mailed to 2100 Hinesburg households, over 50 paid subscribers and is delivered to surrounding communities for a total circulation of 3000. The paper is a four-column format tabloid with an image size of 10" x 15.75" and averages 24 pages.

Publication Schedule for 2013:

<u>Publication date</u>	<u>Deadline</u>
January 24	January 2
February 21	January 30
March 28	March 6
April 25	April 3
May 23	April 25
June 27	June 5
August 29	August 7
September 26	September 4
October 24	October 2
December 12	November 6

Standard Advertising Rates

The rate is \$7.50 / column inch.

1 column = 2.4"; 2 columns = 4.93"; 3 columns = 7.47"; 4 columns = 10"

Full page	\$350.00	1/6 page	\$ 75.00
2/3 page	\$300.00	1/8 page	\$ 57.00
1/2 page	\$185.00	1/12 page	\$ 37.00
1/3 page	\$155.00	1/16 page	\$ 28.00
1/4 page	\$105.00		

Ads may be designed to fit any of our column widths and lengths may be on the half inch. Contact us for pricing.

Full color: \$50 additional / ad for quarter page and larger, please ask about rates for smaller ads.

Inserts: Full run (3000 pieces) \$175.00

Inserts must be delivered to the publisher by client otherwise a shipping and handling charge will be added to the invoice. If insert weighs more than one ounce, call for additional charges.

Classifieds \$0.15 / word, minimum \$3.00, must be prepaid.

Discounts

5 issue advertising contract	3%
5 issue contract with <u>prepayment</u>	8%
10 issue advertising contract	8%
10 issue contract with <u>prepayment</u>	15%

No discounts on color charge.

PREPAID contract MUST be paid in full prior to the first ad run in the contract period to receive the discount.

Payment

Accounts are billed on the date of publication. Payment received by date of publication is considered prepaid and discount for prepayment will be applied. Cash or check only.

