



**ADDISON COUNTY**  
Chamber of Commerce

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**PROMOTIONAL  
OPPORTUNITIES  
GUIDE**

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*Information accurate as of August 2019*

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# Promote Your Business to Visitors and Residents

The Addison County Chamber of Commerce can help promote your business to two lucrative audiences: visitors and the people who live and work here. Whether you're targeting just one audience or both, we can help you create a promotional mix that will reach your desired audience in a cost-effective way.

## How to Use This Guide

Inside this booklet are descriptions of the Chamber's various promotional vehicles that will help you achieve your marketing goals. We offer print, web and email opportunities that can be purchased individually or as a bundle. Take note of the discounted bundled packages to achieve more savings. Call us with any questions or if you'd like samples of our publications.

## Questions?

Contact: Rob Carter, President

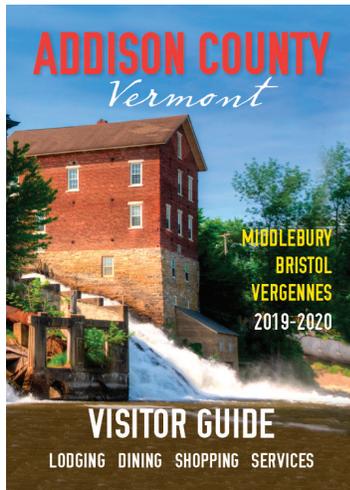
Phone: 802-388-7951

Email: [rob@addisoncounty.com](mailto:rob@addisoncounty.com)

Website: [www.AddisonCounty.com](http://www.AddisonCounty.com)

# Addison County Visitor Guide

The Addison County Visitor Guide is a valuable resource for visitors and residents to find restaurants, lodging, shopping, services, arts, culture, museums and events. The Guide provides a snapshot for each of Addison County's unique communities; Vergennes, Bristol, Middlebury, Ferrisburgh, Lincoln and Lake Dunmore. Advertising in this guide will increase your business's visibility with both visitors and residents.



## Options available in this publication are:

- Display ads (B&W or color). 10 or 25-word listings without a display ad or a full page ad.
- All lodging and dining members with the lodging/dining amenities upgrade receive a 25-word listing and inclusion in the "At-a-Glance" lodging and dining grids in the Guide, at no additional cost.
- Addison County Chamber members receive substantial discounts off the price of their ad, depending on their membership tier:  
*Essential 5% | Classic 10% | Partner 15% | Chairman 20% | Benefactor 25%*

**Publication Date:** Annually, mid-June  
**Size:** 5.5" x 8.5" booklet style  
**Color:** Full color; ads available in B&W and color  
**Quantity:** 35,000 copies of guide  
**Audience:** Visitors (primary), residents (secondary)

## Distribution:

- Vermont Highway Welcome Centers
- At point of sale locations; including 135 inns, attractions, restaurants and shops
- Potential visitors requesting information via phone or email
- Addison County Chamber of Commerce Visitor Center
- To all incoming Middlebury College students
- Businesses and individuals considering relocating to Addison County
- Other general requests such as weddings, large meetings, etc.

## Ad Rates & Dimensions:

Display Ad Size	Dimensions (W x H)	Rate
10-word listing	10 words + contact info	\$195
25-word listing	25 words + contact info	\$265
1/6 page square <i>includes 25 word listing</i>	2.25 x 2.25	\$345
1/3 page horizontal <i>includes 25 word listing</i>	4.625 x 2.25	\$625
1/3 page vertical <i>includes 25 word listing</i>	2.25 x 4.625	\$625
2/3 page square <i>includes 25 word listing</i>	4.625 x 4.625	\$995
Full page <i>includes 50 word listing</i>	4.625 x 7	\$1495
Inside cover <i>includes 50 word listing</i>	5.375 x 8.375	\$1995

Contact June Anderson: [june@addisoncounty.com](mailto:june@addisoncounty.com) or 802-496-5443 at Resort Guides

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# Website Advertising



The Chamber's website, AddisonCounty.com, receives between 4,000 and 6,000 visits per month, depending on seasonality, from visitors and potential visitors looking for places to stay, eat and play. Residents visit the site to get recommendations for professional services, local events and more. Make sure they see your business! Advertising on AddisonCounty.com will make your business more visible and give users the ability to click through to your website to learn more.

Paid advertising space is not available on the home page, but nearly every other page within the site has opportunities for advertising. Rates are below. ACCOC members receive a 5% discount.

- Lodging (Stay) category pages: \$75/month per page (6 pages)
- Dining (Eat) category pages: \$75/month per page (5 pages)
- Activities (Play) category pages: \$75/month per page (17 pages)
- Business Directory: \$75/month
- All other pages: \$50/month

## Positioning:

- Ads will rotate if there are multiple advertisers within a category
- Advertisers' business listing will appear highlighted and listed first in search results

**Reporting:** The Chamber can provide you with performance reports that detail how many visitors saw your ad, visited your member page and clicked through to your own website.

**Artwork:** Please submit a JPG or GIF file, 72 dpi or higher, with the dimensions of 480 W x 60 H

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# Tourism & Relocation Packages

How can you reach potential customers before they arrive in our area? Insert information about your business into the relocation packages (approximately 50/year) and tourism packages (approximately 2,000-3,000/year) we send or give out. The relocation packages are sent by USPS mail. The tourism packages are sent in response to email or phone inquiries, given out in the form of a baggie available at the Visitor Center's front door when the office is closed, and special requests such as group meetings, Middlebury College events and weddings.

Cost is dependent on your level of membership investment:

- Value & Essential members: \$100/year for tourism; \$50/year for relocation packages.
- Classic, Partner, Chairman, Benefactor members: Included with your membership investment.

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## Membership Mailing Labels

Would you like to reach out to Chamber membership in another, more direct, way by sending them your own direct mail campaign? If so, ask us about using the Chamber's membership list of approximately 400 current members. The Chamber must review and approve the mailing. Use of the list is restricted to **one time use only** per year. USPS mailing addresses only; email addresses are never shared with members or non-members. Cost and delivery format is dependent on your level of membership investment:

- Value members: \$100 for set of pre-printed labels
- Essential & Classic members: Set of pre-printed labels provided at no additional cost.
- Partner, Chairman Benefactor members: Your choice of labels or digital file (.xls or .csv).

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## E-Newsletter

Member businesses are welcome to promote themselves to Chamber members via a bi-monthly email blast. Your advertisement can take the form of a paragraph of text and link, an image and link (JPG, GIF, PNG) no larger than 500x500, or a PDF attachment.

- 1 insertion: \$50/each
- 2-3 insertions: \$45/each
- 4+ insertions: \$40/each

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## Event Promotion Package

### *Need to get the word out about your upcoming event?*

The Addison County Chamber of Commerce can help promote your upcoming event to a wider audience. We have access to approximately 400 member businesses and their employees. Our website, AddisonCounty.com, receives more than 2,000 hits per week during peak tourism seasons from both area residents and visitors.

### **What do I get?**

- **Banner ad:** Website banner (480 W x 60 H) located in the footer of select pages on AddisonCounty.com. See image below for an example. Clickable back to your website. (You provide the artwork.)
- **Email:** Ad included in an email blast received by approximately 800 member representatives.
- **Calendars:** Listing on the Chamber's community events calendar, plus we can submit your event to other calendars such as Addison Independent, Rutland Herald, Burlington Free Press, Seven Days.
- **Flyer:** We'll post your flyer on the Chamber's lobby bulletin board. (You provide the flyer.)
- **Publicity:** We'll draft a press release for you or review one you've already written. Then, we'll distribute it to our media list of more than 50 newspaper, website and radio outlets.

**What does it cost?** Members: \$125 | Non-profit Members: \$95

[Business Directory](#) [News Releases](#) [Events Calendar](#) [Hot Deals](#) [Member To Member Deals](#)  
[MarketSpace](#) [Job Postings](#) [Contact Us](#) [Information & Brochures](#) [Weather](#) [Join The Chamber](#)

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MIDDLEBURY **NEW FILMMAKERS** FESTIVAL