



Since 1934

Vermont Grocers'
Association

2008

VERMONT

FOOD INDUSTRY DIRECTORY

&

REFERENCE GUIDE

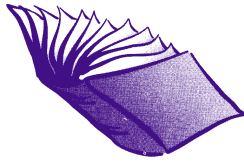
*Advertising
Opportunities*

Reserving Advertising Space In The Only
Comprehensive Vermont Food Industry Publication
Makes Good Business Sense !

74th Annual Publication Serving The Vermont Food Industry Since 1934!

An Industry Publication Where Retailers Look For Everything They Need!

For Information or assistance with your advertising contact:
Donna Hogan @ 800-842-8503 or email: donna@vtgrocers.org



2008 Advertising Insertion Order

Copy & Ad Order Deadline - February 18, 2008
Camera Ready Ad Deadline - February 25, 2008
Publication Date - May, 2008
(Please type or print)

Advertiser _____
 Address _____
 City _____ State _____ Zip _____
 Tel: # _____ Fax: _____ Contact Person _____
 Please check if advertising agent will handle ad.
 Agency Name _____ Tel: _____
 Address _____

SPOT COLOR ADVERTISING \$90.00 EACH COLOR
AVAILABLE COLORS: YELLOW, BLUE, RED, GREEN, BROWN

Call the VGA office for pricing on Duotones Black with 2nd. Color and Colored Line Hand Separation costs.

Please Reserve the Following Ad Size

	Additional Color (s)	Color(s) Choices
Halftone screens: 133 % - Printed by offset		
___ Full Page (black & white) 7"w x 91/2"h 375.00	___	___
___ Full Page (4 Color Process) 7"w x 91/2"h 695.00	___	___
___ Half Page (black & white) (H) 7"w x 41/2"h 275.00	___	___
___ Half Page (black & white) (V) 31/2"w x 91/2"h 275.00	___	___
___ Quarter Page (black & white) (V) 31/2"w x 41/2"h 175.00	___	___
___ Quarter Page (black & white) (H) 7"w x 2 3/8"h 175.00	___	___
___ Inside Front Cover (black & white) 7"w x 91/2"h 475.00	___	___
___ Inside Back Cover (black & white) 7"w x 91/2"h 475.00	___	___
___ Outside Back Cover (4 color process) 7"w x 91/2"h 875.00	___	___
___ Centerfold (4 Color Process)* 850.00	___	___
___ Centerfold (black & white) 625.00	___	___

Color (4 color process cost is if camera ready - or separation provided. If separation is not provided - call the VGA office for pricing)

___ Re-Insert 2006 Ad Copy - No Change	Total Black & White	\$ _____
___ Re-Insert 2006 Ad Copy with Changes Noted	Total Color @ \$90/Color	\$ _____
___ New Ad Enclosed	Total Special Option Charges	\$ _____
___ Ad Copy will be forwarded Prior to 2-26-07	Total Due	\$ _____

Check Enclosed Please Bill
 Charge to: VISA MC DISCOVER Card # _____
 Signature _____ Exp. Date _____
 Date _____ Card Holder Signature _____

THIS INSERTION ORDER IS SUBJECT TO CONDITIONS PRINTED BELOW:

Terms of Payment

- a. The advertiser or its agency agrees to pay all advertising published by VGA in accordance with this contract. Advertiser or its agency shall make such payment at the office of Vt. Grocers' Association on or before the last day of the month following that in which the advertising is published (May, 2008). All unpaid balances after publishing date will be charged a monthly 1.5% late fee.
- b. Publisher agrees to hold advertiser or its agency solely liable for payment, & to render bills to advertiser or its agency monthly. Failure to bill at least monthly shall not constitute breach of contract.
- c. Unless advertiser or its agency makes written objection on billing within 30 days of the items billed, such bill shall be conclusive as to the correctness and shall constitute an account stated.
- d. All advertising cancellations must be in **writing prior to February 18, 2008**
- e. All advertising fees are net. Commissions and discounts to ad agencies are not recognized.

Questions on Ad or Listing Space - Please Contact Donna Hogan @ 800-842-8503
Email: donna@vtgrocers.org
AD - LISTING DEADLINE FEBRUARY 25, 2008

Reserving Advertising Space In The Only Comprehensive Vermont Food Industry Publication *Makes Good Business Sense!*



WHY YOUR ADVERTISING MESSAGE SHOULD BE IN OUR 2008 DIRECTORY

Reach a Target Audience of Vermont Food Retailers

Only Comprehensive Food Industry Publication In Vermont

Increased Visibility To Your Vermont Customers

Develop New Accounts & Sales Growth



HOW VISIBLE IS MY ADVERTISING ?

FREE DIRECTORY LISTING ON VGA'S WEBSITE

"Buyers Guide" Listing portion of the directory will be posted on the VGA website once the new publication is released.

Our Publication reaches all VGA current members and those joining throughout the year.

Will be read by over 700 Vermont Stores **Including:** Virtually all Vermont Supermarkets, Chains & Independents - Plus . . . Over 75% of Vermont's Convenience & Country Stores



"VT. FOOD INDUSTRY YELLOW PAGES"

A Valuable Resource Tool - - - Our directory serves retailers & wholesalers alike when looking for information, services and new products

PRSR'T STD.
U. S. POSTAGE
PAID
Rutland, Vermont
05701-3238
Permit No. 17

Vermont Grocers' Association
135 North Main Street - Suite 5
Rutland, VT 05701-2138