

Vermont Grocers' Newsletter Advertising Opportunities



"Want to hit your Target?"
***Advertise in Vermont Grocers' monthly publication and
be seen by the food industry people you serve in Vermont.***

VGA currently publishes monthly our own food industry newsletter, with a mid-month update flyer called "The Grocery Slip."

An advertising service is provided in the monthly edition with sponsorship options on the mid-month issue, available to all food industry associates wishing to promote their products and services. You may utilize our ad service as a one or multiple issue promotion.

Circulation

- ✓ Issues are sent monthly to over 1,000 industry readers
- ✓ Only circulation covering the state of Vermont Grocers Association
- ✓ Subscription is complimentary to all VGA retail and associate members and non-members who advertise in the publication.

"Special Flyer Service"

Want to promote a new product, service, announce "specials" - review our special flyer service. We provide an insert advertising program - where you have the opportunity to insert a one page flyer within the newsletter. (flyer can be 1 or 2 sided)

Make Your Marketing Job Easier!

Advertising in our monthly publications allows your message to reach a target audience of Vermont Supermarkets (chains & independents) plus 85% of our state's convenience and country stores.

***Consider the full impact of your advertising dollar.
Take a few minutes to review our reasonable rates listed below.***

"Serving Vermont's Food Industry Since 1934"

“Grocery Slip” Advertising Rates

Black and white rates for standard space units.

(For special ad sizes contact VGA on cost)

Ad Size		Single Issue Price	6+ Issue Price	12+ Issue Price
Single	4 1/2 in x 2 in	\$ 70.00	\$ 60.00	\$55.00
Half Page	4 1/2 in x 4 in	\$100.00	\$ 90.00	\$85.00
Full Page	4 1/2 in x 7 1/2 in	\$135.00	\$120.00	\$110.00
Centerfold (2 page)	10 in x 7 1/2	\$180.00		

** Color ads available @ \$50 per issue in addition to black & white issue cost*

“Special Insert Flyer Service”

Full Page

Insert 8 1/2 in x 11 in \$190.00* (Single or double sided)

* extra for printing costs if required. Call VGA office for insert printing costs

Mid-Month Update Flyer Sponsorship

\$100.00 (per issue) Call the VGA office for details.

Classified Ads

\$25.00 - 4 lines per issue

All VGA retail members may place classified ads at no cost (VGA membership service). Non-members may insert a classified at \$20.00 issue. If your classified requires more than 4 lines call VGA office for cost. *(This service is available in the monthly publication only.)*

For additional information on our advertising and flyer insert rates, or for assistance in preparing your ad call Donna at our Rutland office 800-842-8503 or email: donna@vtgrocers.org