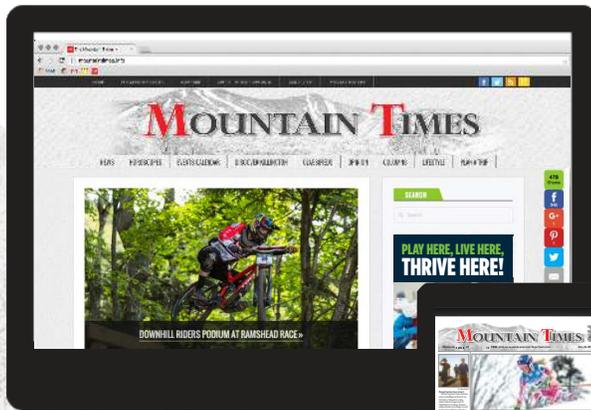


# MOUNTAIN TIMES

## 2020 Media Kit

MULTI-MEDIA MARKETING & ADVERTISING  
IN CENTRAL VERMONT



# In the Mountain Times, your business will reach ...

Subscribers in 15 states are mailed the newspaper each week. Second homeowners, weekend warriors and other readers want to stay connected to our community.

**15**  
STATES

**20K**  
READERS

The print newspaper reaches approximately 20,000 readers each week — 98% of whom are within driving distance to your business.

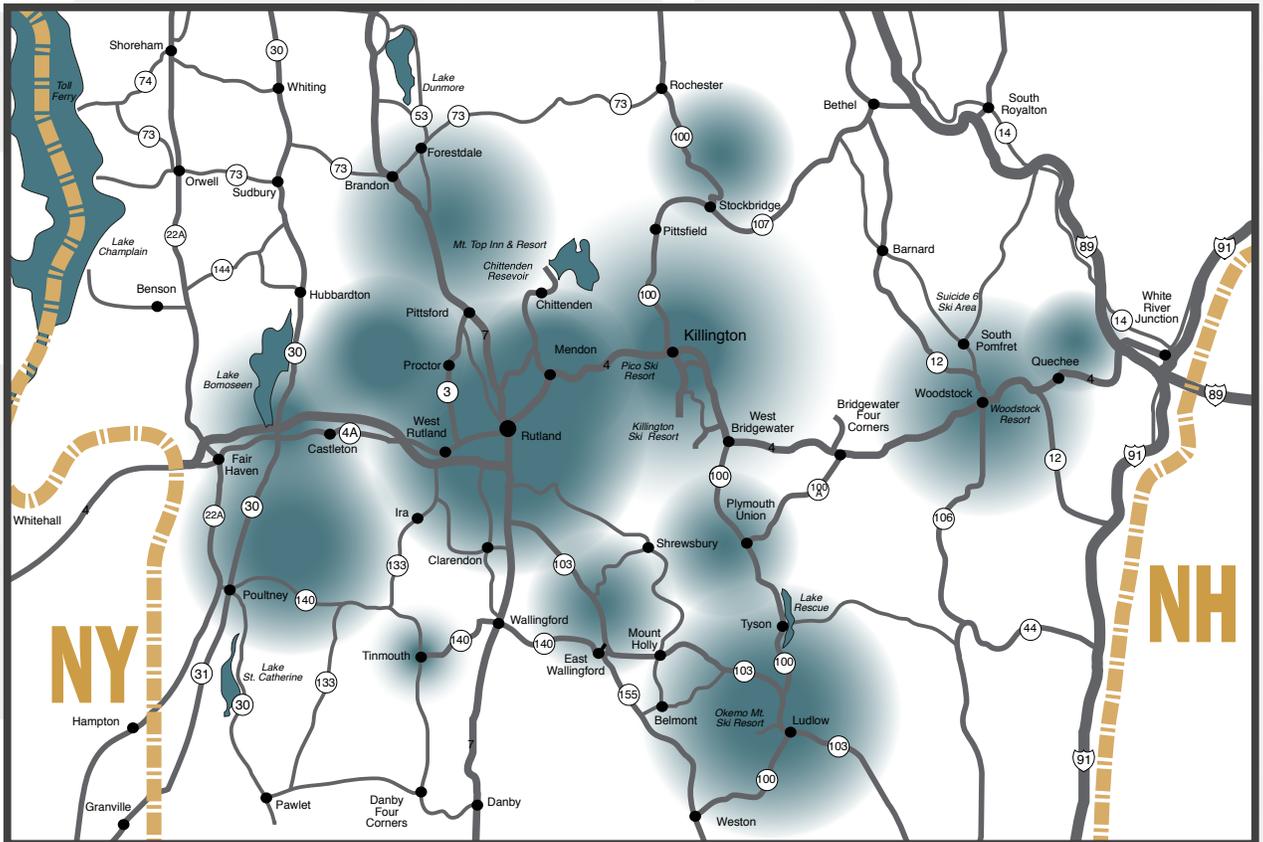
The Mountain Times covers 35 towns across Central Vermont, from Brandon and Rochester to the North, Ludlow and Pawlet to the South; Fair Haven to the West and Hartford to the East.

**35**  
TOWNS

**400**  
LOCATIONS

The weekly newspaper is distributed to 400 drops within those 35 towns each week with the heaviest saturation being in Rutland followed by Killington, Okemo and Woodstock.

more distribution less distribution



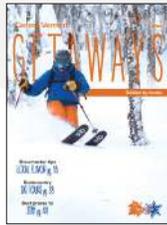
## OUT OF STATE AUDIENCE

- Killington and Okemo represent the largest locations for Vermont's 4.7 million skier/rider visits per season.
- 68% of those skiers/riders make over \$100K/year.
- Over 80 million people live within a 5-hour drive to Central Vermont. New faces are arriving daily!
- The New York metro area, Boston, Connecticut and Montreal make up sizable portions of the skier/riders.
- With our print and digital platforms, the Mountain Times reaches 2+ million readers annually.
- Our prices to reach those city audiences are a fraction of what it costs to advertise in the city.

# Specialty Publications

# Newspaper Events Calendar

## LOCAL REACH



Central Vermont Getaways



The Menu Book



World Cup Program



GRIP

## STATEWIDE REACH



Vt. Ski + Ride



Vermont Sports

## WHAT WE DO

Outer Limits Publishing produces the free weekly newspaper *The Mountain Times*, *Central Vermont Getaways Magazine*, *The Menu Book*, *The Killington Womens FIS Ski World Cup Program*, *The Summer Guide*, *The Killington Region Map*, *GRIP*, *The Rutland Map*, as well as websites: [mountaintimes.info](http://mountaintimes.info) and [discoverkillington.com](http://discoverkillington.com).

Outer Limits Publishing is affiliated with *The Addison Independent* in Middlebury, *The Reporter* in Brandon, *Vermont Ski & Ride Magazine*, *Vermont Sports Magazine*, *The Essex Reporter*, *The Colchester Sun*, *Milton Independent* and *St. Alban's Messenger* in addition to *Freedom Publications*.

- |                  |           |  |
|------------------|-----------|--|
| <b>JANUARY</b>   | <b>1</b>  | College Week<br>MLK<br>Learn to Ski & Ride Month<br>Summer Camp Preview                  |
| <b>FEBRUARY</b>  | <b>2</b>  | Winterfest<br>Superbowl<br>Presidents Week<br>Bridal Show                                |
| <b>MARCH</b>     | <b>3</b>  | Maple Open House Weekend<br>Pets<br>Spring Home Improvement                              |
| <b>APRIL</b>     | <b>4</b>  | Earth Day<br>Easter<br>Nor'Beaster: Bear Mountain Mogul Challenge                        |
| <b>MAY</b>       | <b>5</b>  | Mother's Day<br>Spring Home & Garden<br>Memorial Day<br>Stage Race                       |
| <b>JUNE</b>      | <b>6</b>  | Father's Day<br>Iron Expo<br>Switching Gears<br>Bike & Brew                              |
| <b>JULY</b>      | <b>7</b>  | Independence Day<br>Bridal Show<br>Killington Wine Festival<br>Mountain Biking World Cup |
| <b>AUGUST</b>    | <b>8</b>  | Cooler in the Mountains<br>Back to School  |
| <b>SEPTEMBER</b> | <b>9</b>  | Labor Day<br>Spartan Race<br>Fall Home Improvement                                       |
| <b>OCTOBER</b>   | <b>10</b> | Fall Foliage<br>Bridal Show<br>Halloween<br>Ski Shop Showcase                            |
| <b>NOVEMBER</b>  | <b>11</b> | Thanksgiving<br>FIS Ski World Cup<br>Gift Guide  |
| <b>DECEMBER</b>  | <b>12</b> | Christmas<br>New Years<br>Year in Review   |

# Pricing & Ad Dimensions

Other size options are available. Ask your sales representative about options, if interested.

VERTICAL				HORIZONTAL			
SIZE	Dimensions	B/W \$	Color \$	SIZE	Dimensions	B/W \$	Color \$
1/8 Vertical	3.14 wide x 3.89 tall	\$138	\$163	1/12 Horiz	4.79 wide x 1.83 tall	\$92	\$117
1/6 Vertical	3.14 wide x 5.88 tall	\$183	\$208	1/8 Horiz	4.79 wide x 2.75 tall	\$138	\$163
1/4 Vertical	3.14 wide x 8.87 tall	\$275	\$350	1/6 Horiz	6.45 wide x 2.75 tall	\$183	\$208
1/3 Vertical	3.14 wide x 11.91 tall	\$366	\$441	1/3 Horiz	9.75 wide x 3.89 tall	\$366	\$441
1/2 Vertical	4.79 wide x 11.91 tall	\$550	\$625	1/2 Horiz	9.75 wide x 5.8 tall	\$550	\$625
2/3 Vertical	6.45 wide x 11.91 tall	\$733	\$808	2/3 Horiz	9.75 wide x 7.94 tall	\$733	\$808
OTHER				BLOCK			
1/32	3.14 wide x 0.85 tall	\$25	\$35	1/12 Block	3.14 wide x 2.9 tall	\$92	\$117
(BIZ) 1/16	3.14 wide x 1.85 tall	\$46	\$56	1/6 Block	4.79 wide x 3.89 tall	\$183	\$208
				1/4 Block	4.79 wide x 5.95 tall	\$275	\$350
Full Page	9.75 wide x 11.94 tall	\$1,100	\$1,175	1/3 Block	4.79 wide x 7.94 tall	\$366	\$441

2 columns wide - 3 columns wide - 4 columns wide - 6 columns wide (full width)

## SPECIAL PLACEMENT

Special placement requests will be billed at a \$1 per column inch.

## PAYMENT TERMS

- All new accounts must be prepaid until credit is established.
- Clients receive a 5% discount for pre-payment.
- All accounts over 90 days old will be placed on credit hold. Accounts over 120 days will be placed for collection and no further ads will be taken until any previous balance is paid in full, then ads will be taken on pre-payment.

## RESPONSIBILITY

- The Mountain Times does not charge its customers for creating ads for current use in the paper. We, therefore, assume no liability for errors or omissions in ads we produce that have not been proofed efficiently by the customer.
- Advertisements are accepted upon the representation that the advertiser has the right to publish the contents thereof. In consideration of such publication, they agree to indemnify and hold harmless the publisher and business against any expense or loss by reason of any claims arising out of publication.

## DEADLINES

- For in house ad creation, ad copy & graphics are due into the graphics department by noon on the Friday preceding publication.
- Camera ready ad proofs are due no later than Monday at 12-noon. No ad changes can be made thereafter.
- Deadlines for holiday and special issues may vary.

## CLASSIFIED ADVERTISING

Classified line ads cost 50¢ per word, per week. Ads appear both in our newspaper and on our website.

## How to reach us

**PHYSICAL ADDRESS:**  
5465 US Route 4, Killington, VT 05751

**MAILING ADDRESS:**  
PO Box 183, Killington, VT 05751

**PHONE:** 802-422-2399

**FAX:** 802-422-2395

**WEB:** mountaintimes.info

Contact us for pricing on our other publications such as World Cup Program, Grip, Central Vermont Getaways, Menu Book, Summer Guide and Killington Region Map.

# Who we are

The *Mountain Times* is a weekly community newspaper, it covers local events in a way that's different from a large metropolitan or regional daily. The aim is to inform readers about their friends and neighbors, about events, local government, schools, sports and local business.

In addition to communicating local news, we seek to create marketing platforms that effectively reach a large community audience for our advertisers. The *Mountain Times* also employs award-winning graphic designers, who greatly enhance the paper's design and our clients branding.

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