



MEDIA KIT

Vermont.com ... is Vermont!

WEBSITE & SOCIAL MEDIA STATISTICS



WEBSITE STATISTICS:

- **Annual Summary ***
 - 829,351 sessions
 - 1,730,296 pageviews

SOCIAL MEDIA STATISTICS:

- **Facebook ‡**
 - Vermont.com: 6,245 Likes
 - <https://www.facebook.com/Vermont.com>
 - Vermont: 6,815 Likes
 - <https://www.facebook.com/MyVermont>
 - Vermont Fall Foliage: 7,107 Likes
 - <https://www.facebook.com/VermontFallFoliage>
- **Twitter ‡**
 - @Vermontcom: 6,087 Followers
 - <https://twitter.com/Vermontcom>
- **Blog**
 - Vermont.com Blog
 - <http://blog.vermont.com/>

** Google Analytics Annual Summary Report: 08/01/16 – 07/31/17*

‡ Social Media Stats as of 08/07/17

ADVERTISING OPTIONS & PLACEMENT



There are 3 different types of advertising available on Vermont.com:

1. Directory Listings

- Annual cost: \$1800/yr and \$2400/yr

2. Packages

- Annual cost: \$4800/yr and \$7200/yr

3. Sponsorships

- Annual cost: \$15k/yr and \$40k/yr

These are our “standard” ad rates. Don’t hesitate to contact us to customize a promotion to fit your business promotional needs or the needs of your group or association.

Each type offers a variety of opportunities to help market your business:

1. Directory Listing options include:

- [Internal Business Page](#) with your contact info and a description of your Vermont business.
- A link to your website in our directory at both the Statewide and Regional levels of a category that best fits your business
- At the appropriate advertising level:
 - inclusion in a Featured Promotion on the appropriate City and/or Regional Page
 - inclusion on an Area Guide
 - Social Media exposure on our Facebook page(s) and/or the Vermont.com Blog.

2. Package options include: All the benefits of Directory Listings, **plus...**

- A larger selection of categories, for more exposure and conversion opportunities
- Additional Featured Promotions (if applicable)
- Limited inclusion in the “Top Deals” section to promote your specials
- Site-wide inclusion in the appropriate Spotlight with a Text Link
- Inclusion on the Homepage, in rotation
- Sponsorship Logo next to the Navigation at the top of every page (150x50)

3. Sponsorship options include: All the benefits of Directory Listings and Packages, **plus...**

- The widest selection of categories
- Even more Featured Promotions (if applicable)
- Permanent inclusion in the “Top Deals” section to promote your specials
- Site-wide Banner exposure (180x150)
- Leaderboard Banner exposure (550x100)
- Additional Banner exposure on a Seasonal Reports page, if applicable (250x250)
- Potential for partnership, investment, and co-branding opportunities for new and exciting modules under development that will be rolled out on Vermont.com.

There are a variety of placements throughout Vermont.com, depending on your marketing goals:

Homepage

The homepage is where the majority of our visitors enter the site. With a name like Vermont.com, there's no question it's one of the first places people turn to find out more information about Vermont.



Slider:

(1500x500 image w/ headline & description)

- allows businesses to showcase special promotions on the Vermont.com Homepage, in rotation.



Sponsorship / Tier 1:

(360x240 image w/ description)

- a special placement to give a high level of exposure to our sponsorship advertisers, in rotation.



Large Package / Tier 2:

(360x240 image w/ description)

- a special placement to give a high level of exposure to our large package advertisers, in rotation.



Small Package / Tier 3:

(263x175 image w/ description)

- a special placement to give a high level of exposure to our small package advertisers, in rotation.



Partner Logos:

(max height: 87px)

- logos for our sponsors, located at the bottom of all pages on Vermont.com, in rotation.



Listing Pages

Listing pages help visitors find the businesses for which they are looking. From real estate, to hotels, to landscaping, Vermont.com has all the most sought-after information for travelers and locals alike.



Leaderboard: (550x100)

- allows businesses to showcase special promotions at the top of a page on Vermont.com, in rotation.

Top Sponsors:

(#1-3: 150x50) (#4-5: 180x150)

- these banners are a special placement to give a high level of exposure to our top-level advertisers. They are included on every page of Vermont.com.

Top Deals:

- allows businesses to showcase special promotions and can be seen in the left-hand column on all sub-pages of Vermont.com.

Premium Listings:

- the top 6 listings on a listing page include a rotation of our top-level advertisers for the particular category/subcategory.

Regular Listings:

- the bulk of our content is in our directory, telling visitors a little bit about each business and helping them decide to contact you or learn more about you.

Spotlights: (Seasonal, Lodging, Weddings, Dining)

- These text links can be found in the left and right columns on all subcategory of Vermont.com.

Partner Logos:

(max height: 87px)

- logos for our sponsors, located at the bottom of all pages on Vermont.com, in rotation.

Area Guide Pages

Each area has 3 guides: Lodging, Dining, and Shopping, to help visitors plan their Vermont vacation.

VERMONT
Lodging, Dining, Shopping

Home & Lodging Vermont Family Weddings & Celebrations Backcountry & Fishing Mountain Area Travel Activities & Attractions Sports & Recreation Festivals & Events Cities, Towns & Regions

Burlington Hotel Guide

You're going to need somewhere to get all those bags when you're done shopping. Check out some of our favorite places to stay in the Burlington, Vermont area. Explore a variety of Burlington lodging accommodations in the Lake Champlain Valley of southwestern Vermont, whether you need a small room for just one night or a Burlington hotel or resort for an extended stay or a Burlington resort.

Basin Harbor Club **Slider**
Headline & Short Description
w/ 1500x500 background image
(in rotation)

About Burlington
Burlington is the largest city in Vermont, located on the western shore of Lake Champlain, just 47 miles north of the US-Canada border. Whether you're visiting for a day or a week, or planning to live in Vermont, Burlington has a little something for everyone.
[Learn more about Burlington, VT](#)

Things To Do
Whether you're looking for some fun day trips or planning a Vermont ski trip, Vermont.com can help you find something for everyone. Don't forget to check out schedules of events for suggestions to plan your Vermont vacation in the Burlington area.

Current Weather
Burlington, VT
83°F
Sun
Wind: 10 mph
Humidity: 65%

Area Guide Features
380x169 image w/ business name and short description
(in rotation)

Area Guide Listings
250x167 image w/ business name, address, phone number, and short description
(in rotation)

Partner Logos

Slider:

(1500x500 image w/ headline and description)

- allows businesses in the area to showcase a special promotion at the top of the page, in rotation.

Area Guide Features:

(380x169 image w/ description)

- a special placement for our top-level advertisers in the area, in rotation.

Area Guide Listings:

(250x167 image w/ address and description)

- tells a little bit about each business in the area, helping visitors decide to contact you or learn more about you.

Partner Logos:

(max height: 87px)

- logos for our sponsors, located at the bottom of all pages on Vermont.com, in rotation.



City Pages

City pages were created to cater to visitors looking for information in a specific location, not just a region or category -- and they were an instant hit. They include the bigger cities in Vermont, which also happen to be some of the highest ranked search terms on our site.

Leaderboard: (550x100)

- allows businesses to showcase special promotions at the top of a page on Vermont.com, in rotation.

Top Sponsors:

(#1-3: 150x50) (#4-5: 180x150)

- these banners are a special placement to give a high level of exposure to our top-level advertisers. They are included on every page of Vermont.com.

Top Deals:

- allows businesses to showcase special promotions and can be seen in the left-hand column on all sub-pages of Vermont.com.

Featured Promotions:

(100x100 and Text)

- advertisers in some of our most popular categories choose this location to promote a specific piece of their business for a high level of traffic.

Spotlights:

(Seasonal, Lodging, Weddings, Dining)

- These text links can be found in the right-hand column on all sub-pages of Vermont.com.

Additional info on a city page can include:

- Local Weather
- Quick Facts (ie GPS coordinates, population, etc)
- Local Google Map
- Local Events (from our Free [Calendar of Events](#))

Partner Logos:

(max height: 87px)

- logos for our sponsors, located at the bottom of all pages on Vermont.com, in rotation.

Regional Homepages

Regional Homepages cater to visitors looking for information in a more broad location within the state. This is a great tool for viewers who know what part of the state they want to visit, but don't know the name of the town/city.



Leaderboard: (550x100)

- allows businesses to showcase special promotions at the top of a page on Vermont.com, in rotation.

Top Sponsors:

(#1-3: 150x50) (#4-5: 180x150)

- these banners are a special placement to give a high level of exposure to our top-level advertisers. They are included on every page of Vermont.com.

Top Deals:

- allows businesses to showcase special promotions and can be seen in the left-hand column on all sub-pages of Vermont.com.

Featured Promotions:

(100x100 and Text)

- advertisers in some of our most popular categories choose this location to promote a specific piece of their business for a high level of traffic.

Spotlights:

(Seasonal, Lodging, Weddings, Dining)

- These text links can be found in the right-hand column on all sub-pages of Vermont.com.

Additional info included on a Regional Homepage:

- Cities & Towns located in the Region
- Regional Events (from our Free [Calendar of Events](#))

Partner Logos:

(max height: 87px)

- logos for our sponsors, located at the bottom of all pages on Vermont.com, in rotation.

Internal Business Page (IBP)

The [Internal Business Page](#) serves as a "mini website" for each business and provides Vermont.com site visitors with information pertaining only to that business.



Company Logo:

- Max width: 400 pixels / Max height: 100 pixels
- JPG/JPEG or Non-Animated GIF
- Compressed to about 10k
- The logo links to your website & clicks are tracked

Description:

- This section will include one or two brief paragraphs describing your business. Only the first 30-words will display. If longer than 30-words, a link will be included to give the option to view "more info"

Contact Info:

- Company Name
- Company Address
- Link to view Phone Number(s)
 - Local and Toll-Free (if available)
 - Clicks are tracked

Links:

- URL to your Website's Homepage
- Up to 3 additional sub-links to other pages on your website. Links can be renamed to suit your needs
- Clicks are tracked

Amenities:

- This section can include a list of "amenities" if your business is in the lodging industry. If your business does not have amenities, we can re-name this section to better suit your needs. An additional link to your website is included at the bottom of your amenities.

Photos:

- All accounts can have up to 2 photos (maximum # of photos is determined by your level of advertising)
- Must be exactly 300 pixels wide by 200 pixels high, in JPG/JPEG format ONLY, and Compressed to ~10k

Contact Form:

- Sends a message directly to your email address. The subject mentions "Vermont.com," so you'll always know the inquiry is coming from Vermont.com. (Form submissions are tracked in our click reports)

Google Map:

- We can use your Physical Address or your Latitude/Longitude coordinates to display your location.

Partner Logos: (max height: 87px)

- logos for our sponsors, located at the bottom of all pages on Vermont.com, in rotation.

HOW TO GET STARTED



1. Call 802-362-2000 or [contact us](#) using our online form at: <http://www.vermont.com/contact.cfm>.
 2. Based on your marketing goals, we can tailor an advertising level that fits your needs with a custom selection of categories and placements within our various promotional channels.
 3. If you don't have a website, or your budget doesn't allow for paid advertising at this time, you can [sign-up](#) for a free inclusion in our searchable database ([example](#)).
-

Things we ask of all advertisers:

- **CROSS-LINKS:** Include a link back to Vermont.com on your website. This cooperative sharing helps Vermont.com to grow and attain better search engine rankings. As an advertiser on our site, anything that gets us more traffic benefits all advertisers DIRECTLY. (visit <http://www.vermont.com/links.cfm> for linking info)
- **TESTIMONIAL LETTERS:** A letter to be posted on the site when the goals and results are realized. This gives viewers another opportunity to click on your site since we post these letters with a link that goes directly to your site!

ADVERTISING RATES

(Prices are subject to change without notice.)

You can view these rates online at:

<http://www.vermont.com/advertising.cfm>.



Listings:

Listing 1 (Our basic listing) includes:

- Direct hyperlink to your website
- [Internal Business Page](#) w/ your logo, description, contact info, photos and Google Map
- One Regular Listing (Statewide & Regional) that best suits your business

Listing 2 includes: All the benefits of Listing 1, **plus...**

- Up to 3 Regular Listings (Statewide & Regional) that best suit your business
- 1 Featured Promotion on the appropriate City Page
- Inclusion in the appropriate Area Guide (as available)

Listing 3 includes: All the benefits of Listing 2, **plus...**

- Up to 6 Regular Listings (Statewide & Regional) that best suit your business
- Up to 2 Featured Promotion on the appropriate City Page and/or Regional Homepage
- One Top Deal promotion, in rotation for up to one month

Listing 4 includes: All the benefits of Listing 3, **plus...**

- Up to 6+ Regular Listings (Statewide & Regional) that best suit your business
- Special Social Media mention on Facebook and/or the Vermont.com Blog

Packages:

Package 1 includes: All the benefits of Listing 4, **plus...**

- "Premium Listings" in rotation above all Regular Listings for your account
- Up to 2+ Featured Promotion on the appropriate City Page and/or Regional Homepage
- Up to 2+ Top Deal promotions, in rotation for up to one month
- Text Link inclusion in the appropriate Spotlight
- Site-wide Banner exposure in "Top Sponsor" #1, #2, or #3
- Inclusion in rotation of Tier 3 on the Vermont.com Homepage
- Social Media exposure (1/mo) on Facebook and/or the Vermont.com Blog

Package 2 includes: All the benefits of Package 1, **plus...**

- Up to 5+ Top Deal promotions, in rotation for up to one month
- Inclusion in rotation of Tier 2 on the Vermont.com Homepage
- Social Media exposure (2+/mo) on Facebook and/or the Vermont.com Blog

Sponsorships:

Sponsorships include: All the benefits of Package 2, **plus...**

- 1 Permanent Placement in the Top Deals section in rotation (24/7/365)
- Leaderboard Banner(s) on top-center of the appropriate Listing Page(s)
- 250x250 Banner in the description of a Seasonal Reports page (*if applicable*)
- Inclusion in rotation of Tier 1 & Slider on the Vermont.com Homepage

For even more exposure and impressions, higher levels of sponsorship are also available. To discuss other options, please [contact us](#) using our online form at:

<http://www.vermont.com/contact.cfm>

TESTIMONIALS

Their words, not ours. A common thread from letter to letter is the satisfaction our advertisers feel with the targeted traffic we drive to their sites. Vermont.com gets results.



November, 2016

As a new business, Vermont.com continues to be a phenomenal partner to increase our visibility and exposure. This platform has proven to drive targeted traffic to our website, and has contributed to our success with direct bookings. Vermont.com expands their reach outside of a traditional destination site by engaging users with social media and blog content relevant to seasonality and defined segments.

Jami Poe
Director of Sales & Marketing
TACONIC, a Kimpton Hotel

November, 2014

Vermont.com staff is extremely attentive to making sure your visuals and information is eye catching and up to date. In a recent two month period, we've had 5500 sessions on our website, averaging nearly 3 minutes and have had 20 vacation reservations ... great job Vermont.com!

Nancy Illemann
Smugglers Notch Resort

November, 2014

Lang McLaughry Real Estate's partnership with Vermont.com has driven high-quality leads to our website; it is always in our top 5 referral sites and referrals stay on our site much longer than average. When you look at the quality and number of traffic we receive from Vermont.com, it's a no brainer! Sandra and her team have been incredibly responsive to our needs and take the time to find creative ways for us to advertise with them. It's a real pleasure and joy to work with them.

Marla Woulf
Lang McLaughry Real Estate

October, 2014

Vermont.com is one of our top referring sites for the Green Mountain Inn (usually in the top 4 each month.)

Patti Clark, Innkeeper
Green Mountain Inn

October, 2014

The Stowe area has successfully partnered with Vermont.com for several years to attract more people to our website, gostowe.com and to the Stowe area in general. They are a pleasure to do business with and are highly recommended.

Tom Thamm
Stowe Area Association

October, 2014

The Lake Morey Resort has been with Vermont.com since 2001. In addition to consistently being our #1 referral site the customer service is above exceptional. We really feel like Sandra and Vermont.com are members of our marketing team always helping us promote a special event or package. Based on our reporting Vermont.com has a proven track record of offering a substantial ROI and has been and will continue to be included in our marketing plan every year.

Christine Cecchetti
Director of Business Development
Lake Morey Resort

October, 2014

As small business owners, there are so many different places we could spend our marketing dollars that sometimes the choice is overwhelming. But from analysis of our website analytics, the decision to renew with Vermont.com is easy. Vermont.com is consistently in the top 5 referrals for our Vermont Bed and Breakfast.

Julie Wood, Owner
Golden Stage Inn

October, 2014

Basin Harbor Club has been listed with Vermont.com since 2006. With so many listing sites to choose from, Vermont.com has shown the best results for us with carefully chosen banner ads, placement and personalized service. Sandra and her team are always thinking about the individual properties and how best to position them within their site further enhancing the strength of the program. Vermont.com proves itself worthy of their name daily!

Jen Wyman
Director of Resort Marketing
Basin Harbor Club

October, 2014

The Northeast Kingdom Travel & Tourism Association has been partnering with Vermont.com since 2008 in an effort to connect their site visitors with all that our region has to offer. From the moment that we first started developing campaigns in partnership with Vermont.com we have enjoyed fantastic results. We measure every marketing effort and, we are careful where we invest our marketing dollars. We must always obtain a solid return on our investment. Vermont.com continually, and successfully, connects a substantial amount of traffic to TraveltheKingdom.com. In a time when marketing budgets are under constant scrutiny, our investment in Vermont.com is one budget line that we are sure to maintain year-after-year.

Thanks,
Gloria Bruce
Executive Director
Northeast Kingdom Travel & Tourism Association

October, 2014

We have been advertising on vermont.com for years and have been very satisfied with the relationship. Sandra is a pleasure to work with, vermont.com is a high quality web site and we feel we get good value for our advertising dollars.

Thanks,
Dave Citron
RE/MAX Four Seasons

December, 2013

Hi Mark,

Looking forward to another great year with Vermont.com! Our relationship with Vermont.com has been extremely valuable in driving traffic to Stratton's website, especially with the coveted group that does not yet have definite travel plans. Vermont.com ranks highly with general Vermont-focused searches (terms like "Vermont Resorts" & "Vermont Vacations"), and this has proved to drive a high proportion of users to Stratton.com for their first time, especially in the summertime. I'm excited to see what's in store for this year, especially from the social media front!

Sincerely,
Rob Chrostowski
Digital Marketing Manager
Stratton Mountain Resort

In September 2009 we at the Silas Griffith Inn (www.silasgriffith.com) added www.vermont.com to our advertising mix, and we are extremely happy with the results. October was a wonderful month for us, and we had "leaf-peepers" every weekend, with 2 sold-out weekends, and many mid-week stays, plus increased restaurant traffic.

Adding another website to our advertising mix was a big decision. Being able to target your advertising helps a great deal, and that is one of the best things that Vermont.com does. You can select from many subcategories. (we chose "Bed and Breakfasts", "Family-Friendly" and "Pet-Friendly") Their spotlight program and seasonal advertising packages pay for themselves immediately, as we saw this year.

Another great thing about Vermont.com is their people. I stopped in at their office to start our business relationship and everyone was so friendly and welcoming I felt as if I had known them for ages. They were very up to date with the latest tech, had great ideas on other ways to publicize and advertise our Inn. It is wonderful to know that they are on my side as both a local business and an advertiser.

I really believe that Vermont.com gave us the biggest bang for our buck of all the websites on which we advertise. Vermont.com has the advantage of a great name - All people have to do is type in "Vermont" into a search engine and Vermont.com comes right up on the top page. The page is easy to navigate and really eye catching, and very easy to tailor to any budget.

Thank you, everyone at Vermont.com, for helping us achieve our goals and we look forward to a continued future together.

Sincerely,
Catherine Preble
Silas Griffith Inn
178 South Main St
Danby, Vermont 05739
1-802-293-5567

Dear Vermont.com,

It has been a long time since I wrote to any business praising their performance, what with quality and service being a rare commodity these days. Being involved in construction my entire life I have dealt with many business, contractors and advertising agents buying or promoting my products. I have had the pleasure of working with Vermont.com and its staff for over 7 years and just wanted to let you know that I have had many direct sales of my product due to your promotional efforts. What I am most impressed with however is your friendly, courteous and professional staff. Your commitment to excellence is displayed throughout your communication when dealing with my concerns and requests. If you could not answer or find solutions to my requests, you found someone quickly who could, and then would complete the process by following up! Rarely does one see such complete performance to a small business owner in today's competitive world. Dealing with Vermont.com has been a pleasant stress-free experience. Working with professional, knowledgeable and friendly people makes all the difference in the world. Keep up the good work!

Thanks for all your help,
Richard Ragone, President
Homestead Flooring Company

Mark,

I would like to express again how impressed we are by the interaction and personalized service you have provided. It is not often in this technological age that an advertiser will physically meet with a client, even in our small state. Over the last two years we have significantly expanded our web presence in both marketing dollars and exposure. In that time period it became clear the marketing and advertising ability of VERMONT.COM and how it impacted our business. As you know, in our 2003 budget we felt the need to reallocate marketing focus and VERMONT.COM was at the top of a long list. Even with a great track record it is always unnerving to commit substantial financial resources to a single internet marketing and advertising portal. To confess, I was nervous by the proposal. After talking and meeting with you I had no question that this was by far the most effective use of our marketing resources and the support you have provided has distinctly separated you from the competition. We are now aggressively pursuing the many opportunities for impressions that you offer and anticipate continued success and the most referrals from your site.

Christopher S. Grimes
Stowehof Inn & Resort
434 Edson Hill Rd.
Stowe, VT 05672.

Dear Mark,

Manchester Designer Outlets is thrilled to be on board with Vermont.com. Vermont.com is the perfect venue for MDO to reach our target market. I just recieved this quote in a letter from Abby Bobinski, our Technical Consultant ...

"I would like to compliment the work of Mark Koffman and Vermont.com. I have worked with various organizations and their existing website structures. I can honestly say that the design created for the MDO website has been the most efficient that I have ever seen. The coding created a seamless connectivity throughout the site and the navigation was well thought out. The efforts that were put into your site were great and can be easily noticed."

Regards,
Judy Wheeler
Manchester Designer Outlets.

Mark,

The web traffic that we have been receiving from Vermont.com has been excellent! In fact your site has increased our total traffic by over 10% each month with corresponding bookings to match!

Thanks Vermont.com!

Sincerely,
Jim Glanville
General Manager
The Inn at Essex

Mark,

We want to thank VERMONT.COM for providing outstanding results that we can track. And thank you for your personalized attention to our VERMONT.COM banners, events listings and news items.

VERMONT.COM consistently drives web visits to STRATTON.COM. This has become a powerful medium for delivering news and exclusive vacation values to those seeking the Vermont experience.

Myra Foster
Stratton Mountain Resort

These are just a few of the many letters we receive from satisfied clients on a regular basis. For more Testimonials, visit our website at:
<http://www.vermont.com/testimonials.cfm>

