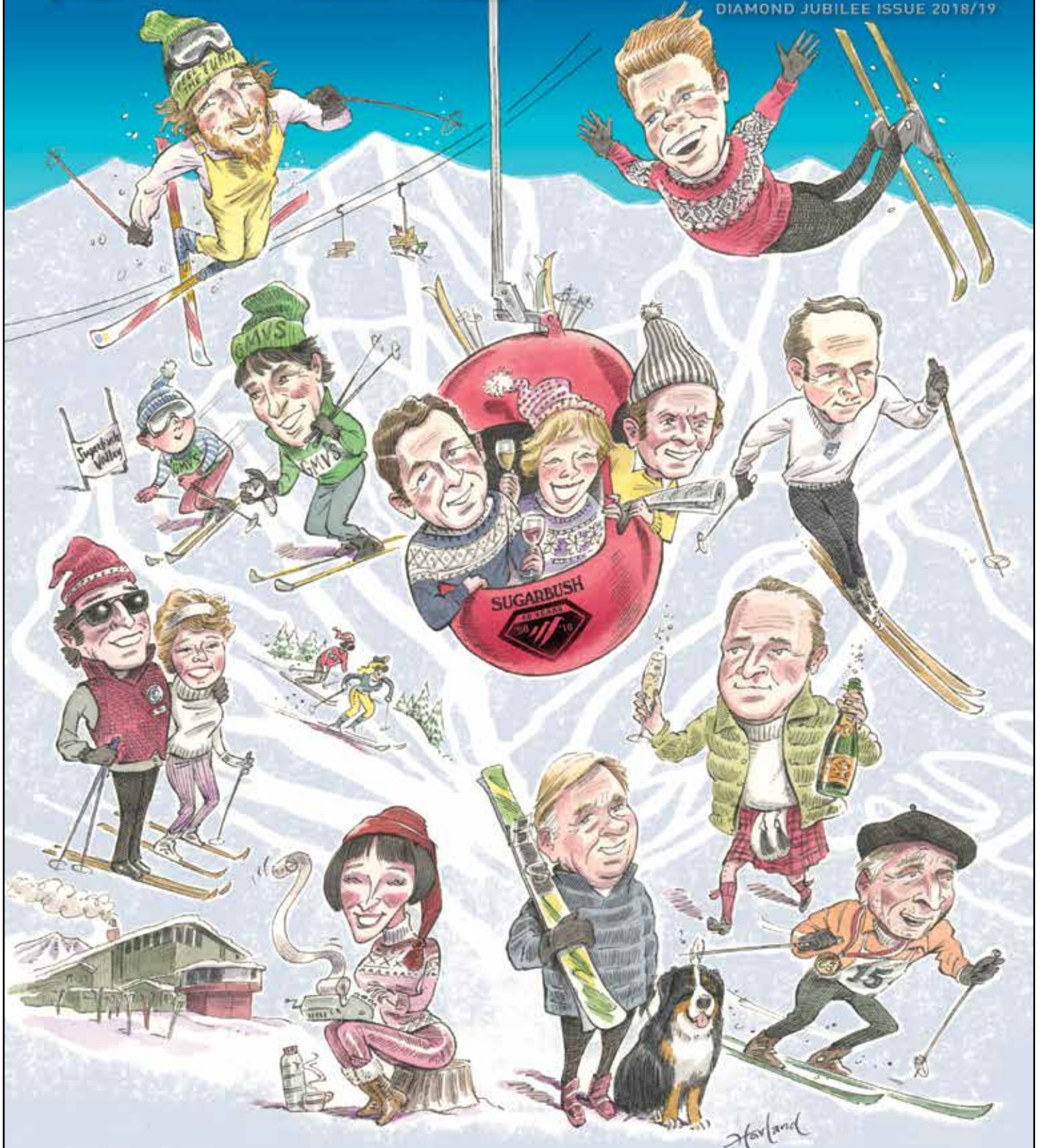


SUGARBUSH

MAGAZINE

DIAMOND JUBILEE ISSUE 2018/19



MEDIA KIT 2019/20

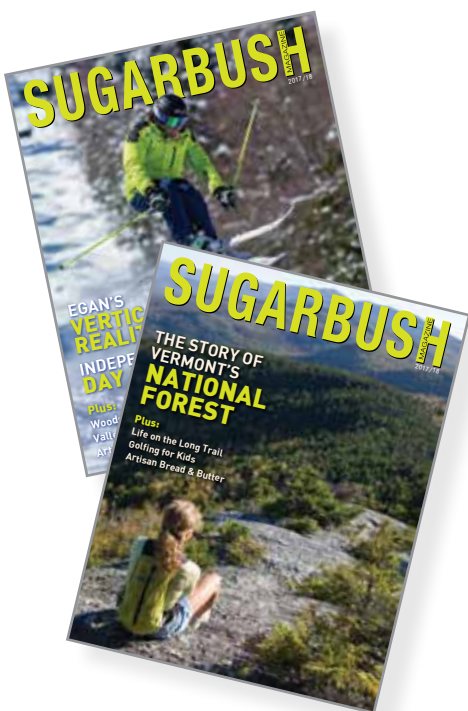
**ON AVERAGE
425,000
WINTER & SUMMER
VISITORS AND
25,000
GUESTS LODGING AT
SUGARBUSH
RESORT.**



Advertise your business in the only magazine that effectively reaches this audience.



MAGAZINE INCLUDES SUMMER AND WINTER COVERS.



SUGARBUSH MAGAZINE

Is the exclusive publication of Sugarbush Resort, providing guests with everything they need to know to enjoy their visit both on and off the hill. From mountain stashes to après hot spots, great shopping and lodging, and off-mountain entertainment, Sugarbush Magazine is the go-to guide for every outdoor enthusiast. And, what's even better, Sugarbush Magazine reaches skiers and riders both in print and online.

PRINT MAGAZINE

With a circulation of 60,000 throughout the Northeast and Canada, this magazine engages day-trippers, weekend visitors, and destination travelers all looking for the resources they need to enjoy their stay. Place your ad directly in front of your targeted consumer at the most opportune time.

ONLINE MAGAZINE

The magazine extends your advertising reach online. The magazine is posted in its entirety online. Additionally, individual stories are highlighted on the website home page and social media sites, with links to the full magazine.

VIDEO MAGAZINE

Select magazine feature stories are brought to life in short video segments posted on the Sugarbush home page and on social media. Video sponsorship is available with purchase of a full page ad. Our video sponsorships are limited and available on a first come basis.

DISTRIBUTION

60,000 magazines printed and distributed each year. Online magazine is displayed in its entirety on the website, and a magazine link is featured and/or included in email communications sent to our distribution list of more than 110,000. Additionally, select articles and article-driven video segments are featured on our website and social media channels.

- Mailed to season passholders and lodging guests
- Ski, snowboard, fitness and golf consumer/trade shows throughout the Northeast and Canada
- Posted on sugarbush.com
- Select Vermont and Northeast visitor centers
- Warren Miller and special partner events in select New England markets
- E-communications (including newsletters and e-cards)
- Resort golf course and club
- Resort lodges
- Local inns, condos, restaurants, and shops

2019/20 RATES & DEADLINES

advertisement..... early birdafter 5/3dimensions

1/6 page vertical.....	\$894.....	\$935.....	2.42" w x 4.9" h
1/3 page box.....	\$1,191.....	\$1,251.....	4.9" w x 4.9" h
1/3 page vertical.....	\$1,191.....	\$1,251.....	2.42" w x 9.9375" h
1/2 page horizontal.....	\$1,429.....	\$1,489.....	7.45" w x 4.9" h
Full page.....	\$2,381.....	\$2,500.....	8.3125" w x 10.8125" h (with bleed: 8.5625" w x 11.0625" h)*
Full Spread.....	\$3,572.....	\$3,752.....	16.625" w x 10.8125" h (with bleed: 16.875" w x 11.0625" h)*
Feature Video Sponsorship for full page ads.....	\$550		

*Please include 1/8" bleed and 1/4" safety on all sides for full page ads.

full page premium positions..... early birdafter 5/3

Full page, opposite feature article.....	\$2,620.....	\$2,738
Cover II (inside front cover).....	\$2,623.....	\$3,245
First Full Page Spread (p. 2-3).....	\$4,763.....	\$5,000
Opposite Cover III (left side, inside back cover).....	\$2,977.....	\$3,125
Cover IV (back cover).....	\$3,572.....	\$3,752

lodging & restaurant directories

Lodging or Restaurant Listing.....	FREE	
includes lodging/dining name, style, pricing tier: \$-\$\$\$\$\$, phone #.		
1/6 page vertical ad.....	\$595.....	\$625
reduced-rate placement in lodging or dining section.		

10% off all advertising rates for Mad River Valley Chamber of Commerce members and non-profits.

SPECIFICATIONS

resolution: 300 dpi for all ads, images, and logos. Images taken from websites are low resolution and are not acceptable for print purposes.

color: CMYK or grayscale, no spot colors. For best color accuracy, please provide a color-accurate proof for verification.

preferred file format: PDF, flattened TIF or JPG. Other acceptable formats: PSD, INDD, EPS, AI. Package all photos, links, and fonts with any unflattened files. Microsoft Publisher files will not be accepted.

full-bleed advertisements: Text, logos, and all live matter must be .25 inches from trim on all sides.

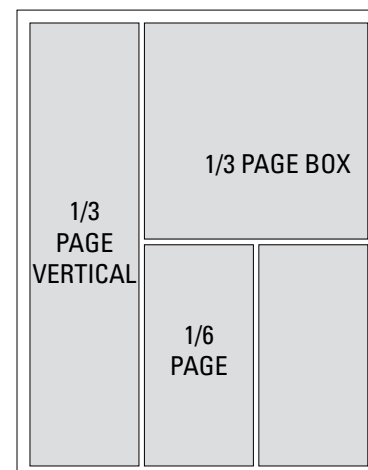
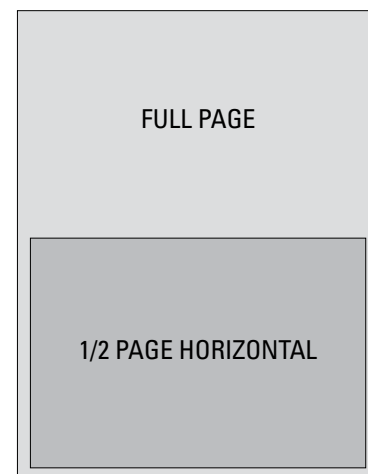
content verification: For content verification, please provide a tear sheet or printout. Camera-ready ads will not receive a proof prior to press. If a printout is not submitted, Sugarbush Resort is not responsible for any errors, omissions, or font conversions.

corrections: Ads must be built to the correct size and resolution. Advertiser will be asked to resubmit an ad file that does not fit all requirements.

text and contact information: Supply all text and contact information in an e-mail, Word document, or text file.

custom designed advertisements:

Simply supply your text, hi-resolution images, and contact information and Sugarbush will create a powerful advertisement for your company at the flat rate of \$200. This rate includes one round of changes and two proofs, based on two hours of design time. Additional revisions will be made at a cost of \$75/hour. Any advertisement designed by Sugarbush is owned by Sugarbush. Copyright may be purchased for \$100.



DEADLINES

May 3, 2019	early bird advertising commitment
Jun. 7, 2019	FINAL advertising commitment
	lodging & restaurant listing commitment
Jun. 14, 2019	custom designed ad materials due
Jul. 19, 2019	press-ready ads due
	lodging & restaurant listing copy
Sept. 20, 2019	publication date

ADVERTISER AGREEMENT

SUGARBUSH MAGAZINE

ADVERTISER:..... CONTACT:.....

ADDRESS:

PHONE:..... FAX:.....

E-MAIL:..... WEBSITE:.....

ADVERTISEMENT RATES

- | | early bird | after 5/3 |
|---|------------|-----------|
| <input type="checkbox"/> 1/6 page vertical | \$894 | \$935 |
| <input type="checkbox"/> 1/3 page box | \$1,191 | \$1,251 |
| <input type="checkbox"/> 1/3 page vertical | \$1,191 | \$1,251 |
| <input type="checkbox"/> 1/2 page horizontal | \$1,429 | \$1,489 |
| <input type="checkbox"/> Full page | \$2,381 | \$2,500 |
| <input type="checkbox"/> Full spread | \$3,572 | \$3,752 |
| <input type="checkbox"/> Feature Video Sponsorship for full page ads..... | \$550 | |
| <input type="checkbox"/> Lodging / Dining Directory | FREE | |
| <input type="checkbox"/> Lodging / Dining 1/6 page vertical | \$595 | \$625 |

ADVERTISEMENT SUBMISSION

- Sugarbush Resort will design my ad for a \$200 fee that includes one round of revisions and two proofs. (Additional revisions will be billed at \$75/hour.)
- I will supply a press-ready ad*
- Please repeat my ad from last year's magazine.**

* Press-ready ads will not receive a proof. PDF proof may be requested.

** Repeat ads will receive one PDF proof via e-mail. If no response is received within 72 hours, Sugarbush Resort is not responsible for errors or omissions in the ad.

FULL PAGE PREMIUM POSITIONS

- | | early bird | after 5/3 |
|---|------------|-----------|
| <input type="checkbox"/> Full page opposite feature article | \$2,620 | \$2,738 |
| <input type="checkbox"/> Cover II (inside front cover) | \$2,623 | \$3,245 |
| <input type="checkbox"/> First Full Page Spread (P. 2-3)..... | \$4,763 | \$5,000 |
| <input type="checkbox"/> Opposite Cover III (left side, inside back cover)..... | \$2,977 | \$3,125 |
| <input type="checkbox"/> Cover IV (back cover)..... | \$3,572 | \$3,752 |

ADVERTISEMENT MATERIALS

All images and advertisements must be 300 dpi, CMYK files. Pdf, jpg or flattened tif files preferred. Images taken from the web are not acceptable. **All press-ready ads are due July 19th.** If you would like Sugarbush Resort to design your ad for a \$200 fee, please submit all copy and images by June 14th.

Please submit all ad materials via e-mail to:

Audrey Huffman
ahuffman@sugarbush.com
p. 802.583.6805

PAYMENT

Please choose one: Check Credit Card (MC, VISA, AMEX)*

AD RATE: \$ _____

GRAPHIC DESIGN: \$ _____

DISCOUNT: - \$ _____

TOTAL PAYMENT: \$ _____

* For security reasons credit card payment requires a direct telephone call to Jen Schonder between 8 AM – 4 PM, Mon – Fri, or by appointment (contact information listed below).

PAYMENT DEADLINES: June 10 (early bird commitment) / August 1 (after 5/3 commitment)

Please mail, fax, or e-mail your completed Advertiser Agreement form to:

Jen Schonder, Sugarbush Resort
1840 Sugarbush Access Road
Warren, VT 05674

jschonder@sugarbush.com · p. 802.583.6527 · f. 802.583.6532

CONTRACT: This contract is subject to all provisions of the Sugarbush Resort rate card. The publisher reserves the right to reject any advertising, which he/she feels is not in keeping with publication standards. No portion of the publication may be reproduced in any form without written consent.

A. PUBLISHER LIABILITY: Publisher will use caution to protect printing materials, but will not be liable for loss or damage. Film and materials will only be returned upon written request prior to press. Advertisers and advertising agencies assume liability for all content of advertisements, printed and for any subsequent claims against the publisher, and further agree to indemnify publisher for any damages incurred resulting from such claims. It is agreed that no other liability shall arise between the advertiser and the publisher by reason of this advertising contract.

B. AD SUBMISSION: If advertiser does not approve advertisement within 72 hours from submission of proof, or prior to press (whichever comes first), Sugarbush Resort will print advertisement as is, and advertiser releases Sugarbush Resort from any liability for omissions or errors. If advertiser fails to submit any artwork prior to press, Sugarbush reserves the right to design and print an advertisement to publisher specifications. Any associated design fees will be charged to the advertiser.

C. PAYMENT: Payment is due June 10, 2019 for early bird commitments, and August 1, 2019 for after

5/3/19 commitments. If any advertisement is not press-ready, client will be charged a \$100 flat fee for any and all graphic design assistance. If an advertiser requests to pull the advertisement prior to press, payments are due and nonrefundable. Sugarbush Resort will however, refund all payments if unable to complete this magazine.

D. COPYRIGHT: Any advertisements designed by Sugarbush Resort are owned by Sugarbush Resort. Copyright may be purchased for \$100.

E. COLOR ACCURACY AND PRESS-READY AD CONTENT VERIFICATION: Sugarbush Resort cannot guarantee exact color accuracy on press. To provide best color simulation, please provide a tear sheet. Press-ready ads will not receive a proof prior to press. To verify advertisement content, a print or tear sheet must be provided. If a tear sheet is not submitted, Sugarbush Resort is not responsible for any errors, omissions, or font conversions.

F. SERVICE FEES: A service charge of \$25 will be applied for all returned checks. A service charge of \$10 will be applied for all denied credit cards. Interest will be charged at a rate of 1.5% per month on past due balances (annual percentage rate 18%). Should it be necessary to have an attorney or agency make demand for payment, or if a suit is instituted to collect on this contract, or any part thereof, the advertiser agrees to pay these fees and all other costs incurred. Jurisdiction lies in the State of Vermont.

I HAVE READ THE ABOVE INFORMATION AND AGREE TO THE TERMS AND CONDITIONS SET FORTH BY SUGARBUSH RESORT.

SIGNATURE: DATE:

PRINT NAME: BUSINESS: