

the story on SEVEN DAYS

Plenty of people didn't think *Seven Days* would last longer than its name: a week. It seemed like political suicide to go up against a Gannett-owned daily and two weeklies — one of which we had created — in a small, media-saturated market.

At the news-oriented *Vermont Times*, we created the arts paper *Vox*, only to discover five months later that both papers were for sale. We decided to start over and do our own. We were convinced that Vermonters would embrace a smart, edgy — and locally owned — alternative to the mainstream media.



On September 6, 1995, the debut issue of *Seven Days* hit the streets. Two

months later, Peter Freyne brought his popular column, "Inside Track" to *Seven Days*, making the paper a must-read for Vermont's political junkies in and out of the Statehouse.

Those frantic first five years now seem like a blur, perhaps due to working long hours seven days a week! But being on the edge also made us more creative — both in the way we grew the business and the way we presented stories about the communities we serve.

In 2000, we were thrilled when the Lake Champlain Chamber of Commerce recognized our growth with its "Business of the Year" Award. Multiple awards in writing, design and customer service over the years have verified our dedication to quality.

Other "watershed" moments in our growth:

- In September 2000, *Seven Days* grew to two sections, thanks to the increasing commitment of our advertisers.
- In 2003, we began acknowledging "bests" in the community with the first annual "Daysies" awards.
- In 2004 we published the first annual 7 Nights — a glossy, full-color guide to dining & nightlife in northern and central Vermont. The following year, the interactive web version of the guide went live with diner comments. Edible intel and a slide show of featured restaurants have since been introduced.
- In 2006, the *Seven Days* website became even more essential to readers with the addition of self-serve, online classifieds and personals.
- The paper began distributing a weekly e-newsletter, NOW, that calls attention to weekend events, blog entries and compelling personals and classifieds.
- A full-time videographer joined the *Seven Days* staff in 2007. Her quirky "Stuck in Vermont" episodes add a whole new dimension to the editorial product. The paper now offers video production services for advertisers.

Seven Days also has supported area nonprofits over the years by sponsoring dozens of events, from Mardi Gras Weekend to FlynnSpace shows to charity fundraisers.

We think nothing reflects community and knits it together like a free, independent, Vermont-centric newspaper. We are delighted and honored that *Seven Days* has become a "bulletin board" that links Vermonters through stories, listings, letters and ads. Our success is a testament to the place in which we live, our readers, and of course to the businesses that advertise in *Seven Days*. To which we can only say, thanks!

— Pamela Polston and Paula Routly

PHOTO: MATTHEWTHORSEN.COM

our story



"Our advertising in *Seven Days* is well received by our customers. Traffic in the store increases after every ad we run, and we see the results in our sales. *Seven Days* advertising is a very effective way to market and showcase our products."

WILL VINCI
North Face Store
Burlington

SEVEN DAYS

sevendaysvt.com
802.864.5684

online opportunities

Reach an additional market by advertising on sevendaysvt.com.

WEB READERS

GENDER:

- Male: 52%
- Female: 44%
- Other: 4%

INCOME:

- 50% of Seven Days online readers have a combined household income of more than \$50,000 a year.
- 30% have a combined household income of more than \$70,000.

EDUCATION:

Seven Days online readers are highly educated.

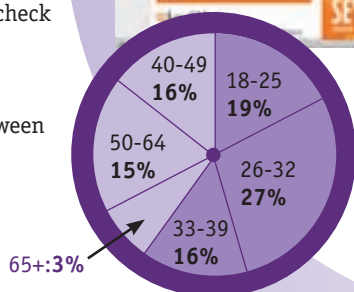
- 90% have been to college.
- 31% have done some post-grad work.

HABITS:

- 46% of our online readers check our websites from work.
- 41% of our online readers check from home.

AGE:

- 62% of our readers are between the ages of 18-39.



“Seven Days readers are good people that are looking for straight answers and honest guidance — my kind of folks! Every time a Seven Days reader contacts me to help make their dream of owning a home come true, it is a success story. There have been many and I look forward to so many more.”

KELLY DEFORGE
 Universal Mortgage Corp.
 Colchester

WHAT'S INCLUDED

- Ad design, link to your website, and secure access to ad performance statistics.
 There is no minimum of creatives for a given campaign. Prices subject to change quarterly.

UNIQUE OPPORTUNITIES

- Restaurant owners can enhance their restaurant's listing on our dining and nightlife website, 7 Nights with menus, descriptions, coupons and photos.
- Reach out directly to our NOW (Notes on the Weekend) email newsletter readers with specialized event advertising and special offers.

PHOTO: MATTHEWTHORSEN.COM

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digital specs

FILE FORMATS

.PDF (Portable Document Format)

Seven Days prefers this format to all others because it consistently provides quality digital output with minimal errors. For all files created in Adobe Illustrator, InDesign and Photoshop use the "press quality" setting when creating a PDF.

.TIF .EPS .AI .INDD

Seven Days accepts InDesign, Adobe Illustrator and Photoshop files with ALL supporting fonts and images included. We **DO NOT** accept ads built in Microsoft Publisher, Quark, Corel Draw, Freehand, or Adobe PageMaker. **VERY IMPORTANT:** Please note that before making a .pdf or .eps in Illustrator or Photoshop, you must turn all fonts to outlines.

COLOR vs. B&W: In all Adobe products remember to "select all" elements and convert to CMYK (for color ads) or Grayscale (for black & white ads). RGB is not acceptable.

IMAGES

Save all images as .tif files at the size at which they will print. **DO NOT USE RGB** or indexed color! Grayscale and CMYK images should be at 200dpi resolution (newspaper) and 300dpi (glossy); Line Art/B&W should be 600dpi resolution. **Do not use images from websites (72dpi) images as they will not reproduce in print.** Expect a 20-30% black dot gain in *Seven Days*. Grays with 10% or less will most likely get blown out to white. Grays with 80% or greater will typically darken to black. If you plan on using 100% black type over a grayscale image or box, we recommend using large, bold, thick fonts and adjusting the background to be no darker than 20% black.

We are not responsible for the print quality of scans we did not originally produce. (Line Screen Options: *Seven Days* newspaper = 80 lpi; 7 Nights magazine = 200 lpi)

FILE NAMES

Please follow this format: "size"- "advertiser" "date (mmddyy)".extension. For example, a finished file name would look like this: 8v-nabisco093003.pdf or 6h-coke011503.eps

ELECTRONIC SUBMISSIONS

FTP (File Transfer Protocol) We prefer that you send your finished ad directly to a drop box on our server. By doing this you avoid email lag time, encoding issues, and limits on file size. Please remember to "stuff" or "zip" your files and use the "put.ads.here" folder. Please call your ad rep to confirm that your ad has been received successfully.

The coordinates for our FTP server are:

Host: 207.136.192.82
User ID: advertiser
Password: seven

Email You may also send your ad via email. You must include the name of the advertiser in the subject line of your email. In the body, please include the size of the ad, the run date and any other info you think we should know. Please note that we cannot accept an email attachment greater than 10MB. If you send an email with a larger attachment, it will bounce back to you and we will never receive it at *Seven Days*.

retail display ads: (email your ad rep directly)
employment ads: michelle@sevendaysvt.com

DEADLINES

Monday deadlines apply, even if Monday is a national holiday. Please call or email your ad rep to confirm the receipt of your ad.

AD RESERVATION DEADLINES

Retail Display: Friday at Noon
 Classified Display: Monday at 5pm

PROVIDED AD DEADLINES

Retail Display: Monday at noon
 Classified Display: Monday at 5pm



"When we wanted to find a paper to advertise in that would give us good coverage outside our immediate area, we naturally turned to *Seven Days*. Their focus on the arts is second to none in the area, and the visuals are snappy and exciting."

SONIA RAE
 Artisans Hand
 Montpelier

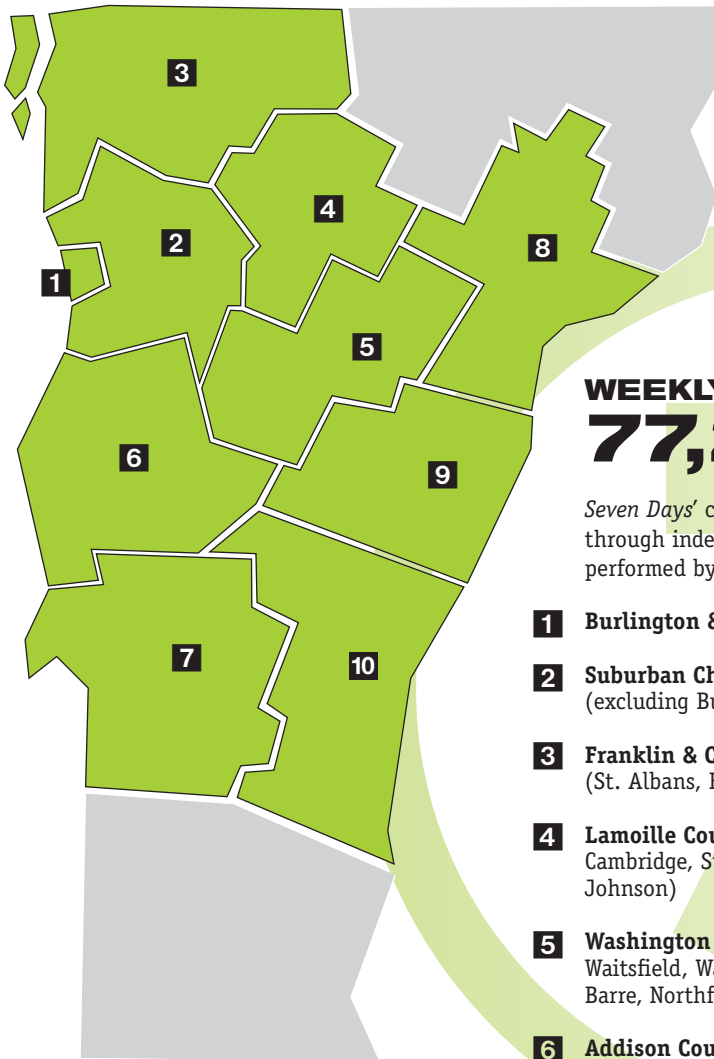
As always, the art department at *Seven Days* will be happy to design ads for you at no extra cost. If you prefer to make your own ads, please follow the above guidelines.

PHOTO: MATTHEWTHORSEN.COM

SEVEN DAYS

sevendaysvt.com
 802.864.5684

circulation



WEEKLY READERSHIP 77,220*

Seven Days' circulation is monitored through independent field surveys performed by Verified Audit Circulation.

- 1 Burlington & South Burlington: 35,846**
- 2 Suburban Chittenden County: 14,427** (excluding Burlington & So. Burlington)
- 3 Franklin & Clinton Counties, NY: 4446** (St. Albans, Fairfax, Enosburg Falls, Plattsburgh)
- 4 Lamoille County: 3393** (Jeffersonville, Cambridge, Stowe, Hyde Park, Morrisville, Johnson)
- 5 Washington County: 9104** (Waterbury, Waitsfield, Warren, Plainfield, Montpelier, Barre, Northfield)
- 6 Addison County: 6084** (Middlebury, Bristol, Vergennes, Ferrisburgh, New Haven, Monkton)
- 7 Rutland County: 1170**
- 8 Caledonia County: 1404** (Hardwick, Walden, Danville, St. Johnsbury, Lyndonville, Burke)
- 9 Orange County: 702** (Randolph)
- 10 Windsor County: 644** (White River Junction, Quechee, Woodstock)

*Based on the industry standard of 2.34 readers per copy, replicated by the *Seven Days* Readers Survey.



"Seven Days has become the signature newspaper that appeals to the clientele we are looking for. They are the premier creative economy-focused publication in the state. That is our audience, and Seven Days brings us right to their door. Our environmental and social mission fits in with the Seven Days circulation base. Seven Days is the perfect conduit for us to reach the type of tenants we are looking for. They are efficient, professional, quick and concise. There is never a hassle, the rates are excellent, and I get results."

MELINDA MOULTON
Main Street Landing
Burlington

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readers*

WHO THEY ARE

- GENDER:** Nearly two-thirds of *Seven Days* readers are female.
- AGE:** Average age: 41 years old. More than 57% of *Seven Days* readers are between the ages of 25 and 49.
- EDUCATION:** *Seven Days* readers are highly educated — more than 90% have been to college. Nearly one-third have done some post-graduate work.
- INCOME:** Nearly 60% of *Seven Days* readers have a combined household income of more than \$50,000 a year. 31% have a combined household income of more than \$70,000.
- GEOGRAPHY:** *Seven Days* readers* live mostly within an hour and a half of Burlington in all directions; nearly 64% live in Chittenden County. Rural, urban and suburban readers in eight counties — and students on nine Vermont college campuses — find *Seven Days* every week. [*Does not include subscribers or online readers.]
- HOME LIFE:** Nearly 47% are parents; 14% have grandchildren; 60% are homeowners.

WHAT THEY DO



Seven Days readers care about fitness; **85% exercise** two or more times per week.



Seven Days readers enjoy restaurants: **44% dine out** several times a month; nearly one-third dines out once a week or more.



Seven Days readers are mobile... more than **70% will drive an hour** or so for arts/culture and festivals. More than half will drive an hour or so for dining and shopping.



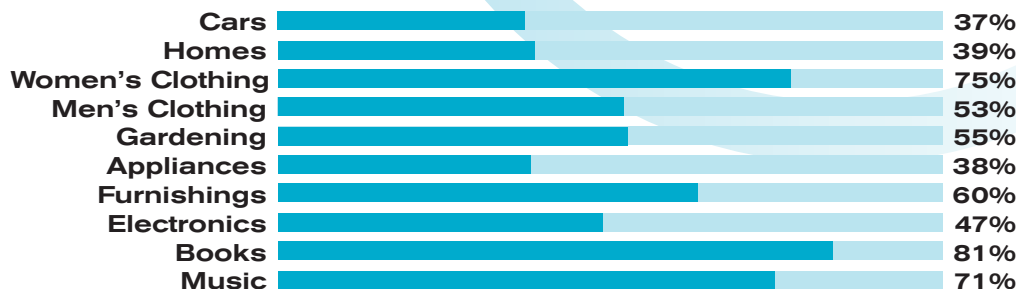
62% of *Seven Days* readers attend an **entertainment/cultural event** once or twice a month.



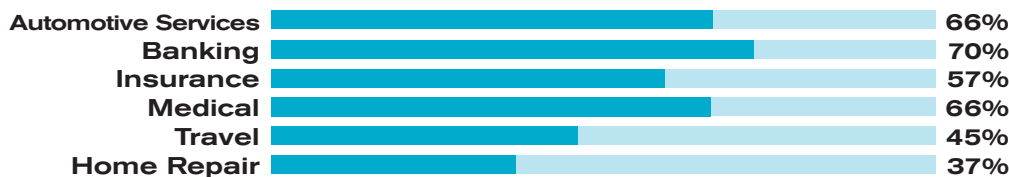
Seven Days readers are plugged in: **83% use a home computer.**

WHAT THEY NEED

SHOPPING: *Seven Days* readers plan to shop for the following items within the next year:



SERVICES: *Seven Days* readers plan to use the following within the next year:



*See online page for web reader demographics.

PHOTO: MATTHEWTHORSEN.COM



"We've been advertising in *Seven Days* since our first days in Richmond. Our customers come from Jericho, Underhill, Waterbury, Waitsfield, as well as the greater Burlington area. They make the drive and they even show us the ads!"

The bottom line is: we read *Seven Days*, our customers read *Seven Days*, we advertise in *Seven Days*.

LUCIE & JON FATH, OWNERS
Toscano Café/Bistro
Richmond

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reader rituals

→ **93%** of our readers have made a purchase because of an advertisement seen in *Seven Days*.

THE LONG READ

44%

of *Seven Days* readers spend 30 minutes or more with the paper; **14.3%** spend more than an hour.

SHELF LIFE

The average *Seven Days* reader keeps the paper on hand all week.

50%

refer to each issue from two to six times per week.

PASS-ALONG FACTOR

64%

of *Seven Days* readers share their paper with 2 or more people. That amounts to 70,000+ readers per week.

WEEKLY STAPLE

Seven Days readers are loyal.

71%

pick up the paper every week; 93% seek it out at least two or three times a month.

RADIO

Seven Days readers listen to Vermont Public Radio;

61%

tune in regularly. 34% listen to WNCN The Point.

COMPETITION

25%

do not read *The Burlington Free Press* at all; 30% read it only 2-3 days per week; 8.5% read the Sunday edition.



"I like supporting another locally owned business. *Seven Days* is the best way to reach our customers in print. The combination of local interest and investigative reporting attracts readers who shop in our store. We could advertise in a variety of publications locally, but we use *Seven Days* because it delivers our customers."

MARC SHERMAN
Outdoor Gear Exchange
Burlington

These results were tabulated by Danielski & Associates in summer 2004 from a statistically significant sample of 440 survey responses; they do not reflect our online readers. Danielski & Associates is a consulting firm based in Burlington specializing in organizational behavior and business process analysis. A retired IBM engineer, Cas Danielski teaches business quantitative tools and statistics, and organizational behavior, at St. Michael's College, Colchester.

rates/sizes

EFFECTIVE 10/07/09

RETAIL DISPLAY RATES (WIDTH X HEIGHT IN INCHES)

size	horizontal	vertical	tile	1x	4-7x	8-12x	13-25x	25-50x	51x
FP	n/a	n/a	9.625 x 11.25	\$1785	\$1660	\$1535	\$1410	\$1285	\$1160
3/4	9.625 x 8.4	7.2 x 11.25	n/a	\$1335	\$1260	\$1185	\$1110	\$1035	\$960
2/3	n/a	n/a	9.625 x 7.46	\$1225	\$1175	\$1095	\$1015	\$935	\$855
1/2	9.625 x 5.56	4.75 x 11.25	n/a	\$940	\$880	\$820	\$760	\$700	\$640
1/3	9.625 x 3.67	4.75 x 7.46	n/a	\$640	\$607	\$574	\$541	\$508	\$475
1/4	9.625 x 2.72	2.3 x 11.25	4.75 x 5.56	\$485	\$459	\$433	\$407	\$381	\$355
1/6	4.75 x 3.67	2.3 x 7.46	n/a	\$325	\$309	\$293	\$277	\$261	\$245
1/8	4.75 x 2.72	2.3 x 5.56	n/a	\$245	\$236	\$227	\$218	\$209	\$200
1/12	4.75 x 1.77	2.3 x 3.67	n/a	\$165	\$160	\$155	\$150	\$145	\$140
1/16	n/a	n/a	2.3 x 2.72	\$120	\$117	\$114	\$111	\$108	\$105

EMPLOYMENT DISPLAY RATES

size	% of page	dimensions	cost
#1	4%	1.86 x 1.67	\$80
#2V	7%	1.86 x 3.46	\$160
#2H	7%	3.83 x 1.67	\$160
#3V	10%	1.86 x 5.25	\$240
#3H	10%	5.8 x 1.67	\$240
#4V	14%	1.86 x 7	\$320
#4T	14%	3.83 x 3.46	\$320
#5V	20%	3.83 x 5.25	\$500
#5H	20%	5.8 x 3.46	\$500
#6	27%	3.83 x 7	\$600
#7	30%	5.8 x 5.25	\$675
#8	34%	3.83 x 8.84	\$750
#9V	40%	5.8 x 7	\$860
#9H	40%	7.78 x 5.25	\$860
#10V	50%	5.8 x 8.84	\$1025
#10H	50%	9.75 x 5.25	\$1025
#11	54%	7.78 x 7	\$1095
#12	60%	5.8 x 10.63	\$1175
#13	67%	9.75 x 7	\$1275
#14	80%	7.78 x 10.63	\$1450
#15	100%	9.75 x 10.63	\$1700

PAYMENT: Visa, Mastercard, check or cash, of course.
TERMS OF PAYMENT: Net 30 days. An interest charge of 1.5% per month will be charged on balances after 30 days. New advertisers must supply acceptable credit references or prepay upon publisher's request.
GUARANTEED PLACEMENT: Guaranteed position is available on most pages on a first-come, first-served basis at 15% over the cost of the ad.
PROOFS: Ad proofs are available if the ad is submitted one week before publication. Proofing by email is the most expedient method.

ERRORS AND CORRECTIONS: Your ads are produced and proofed as carefully as the stories in Seven Days. However, from time to time, human error occurs. Please notify us immediately if you find any mistake in your ad so that a correction can be made before its next placement. If the mistake is ours and the advertising purpose has been rendered valueless, Seven Days may cancel its charges for the advertisement, or a portion thereof, as deemed reasonable by the publisher. Seven Days shall not be held liable to an advertiser for any loss that results from the incorrect publication of its advertisement.

TERMS AND CONDITIONS: Seven Days reserves the right to edit or reject any advertising copy. All advertising is subject to and governed by the rates, conditions and policies contained in this card. Seven Days reserves the right to ask an advertiser — or the organization behind the ad — to identify itself in print or online ads when the paper deems it appropriate.
AD DEADLINES: Reservation for placement is Friday at Noon. Materials for ads to be built by Seven Days should arrive by Friday noon. Camera-ready ads accepted through Monday noon; employment ads due Monday at noon.

COLOR RATES

RETAIL: 2/3, 3/4, FP **EMP:** #11-#15 **+\$150**
RETAIL: 1/4, 1/3, 1/2 **EMP:** #5-#10 **+\$100**
RETAIL: 1/16, 1/12, 1/8, 1/6 **EMP:** #1-#4 **+\$50**

PRE-PRINTED INSERT RATES

Ask your account representative for details.
 (min. 3000, max. size 8 1/2" x 11")
SINGLE-SHEET \$50.00/1000
2-8 PAGES \$62.50/1000
9-24 PAGES \$75.00/1000
25+ PAGES Contact an account executive.

RETAIL DISCOUNTS

NON-PROFITS: 10% off.
PRE-PAY DISCOUNT: Save 5% for payment in advance.
NEW ADVERTISER SPECIAL: Buy four ads in consecutive issues, get fifth ad FREE.
SATURATE ADS: First ad full price. All others 50% off. Must include 3 identical ads minimum.

EMPLOYMENT DISCOUNTS

NON-PROFITS: 10% off.
COMBINED WITH RETAIL DISPLAY CONTRACT: 5% off.
2+ CONSECUTIVE INSERTIONS (min. size #4): 5% off.



"Seven Days offers us exposure to readers who may not overlap with the readership of our more traditional advertising methods. When we advertise commercial properties in Seven Days, we're trying to attract the creative entrepreneur."

Placing inserts in Seven Days has been a quick and inexpensive way to blanket Chittenden County with our biannual brochure. It's affirming of our marketing strategies to hear from clients that they read about a property in Seven Days."

DOUG NEDDE
 Redstone
 Burlington

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