



The Valley Reporter  
**Advertising Media Kit**

**Jeff Knight**  
Advertising Director

**802-496-3928**  
[ads@valleyreporter.com](mailto:ads@valleyreporter.com)

**The Valley Reporter**  
P.O. Box 119 • Waitsfield, VT 05673



The Valley Reporter is a weekly newspaper, website, and newsletter serving the Mad River Valley region of Vermont, including the towns of Duxbury, Fayston, Moretown, Waitsfield, and Warren.

Founded in 1971, The Valley Reporter is located in Waitsfield, Vermont and is owned by Publisher Patricia Clark and Editor Lisa Loomis.

**CONTACT / QUESTIONS**  
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### **Our Print/e-Sub Edition has**

- 2000 print copies distributed weekly via the USPS and 20 drop locations throughout the Mad River Valley, Waterbury, Roxbury, and Middlesex.
- In addition to print issues, over 400 electronic issues are sent weekly.

### **Our Website has** (January 2022 numbers)

- 22,600 average monthly visitors
- 43,518 Pageviews, 36,582 Unique Pageviews
- 48.5% Mobile, 47% Desktop, 4.5% Tablet

### **We also have** (as of December 2021)

- 610 weekly opt-in newsletter subscribers.
- 5,292 Facebook followers
- 1,422 Twitter followers
- 1,818 Instagram followers

# Advertising Rates

Prices in chart are per week based on the number of weeks with a signed contract.

Valley Reporter-Black & White Advertising Rates										
Open Rate	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
1	\$44.50	\$66.75	\$89.00	\$115.70	\$178.00	\$231.40	\$344.88	\$458.35	\$517.32	\$689.75
Multi-Week Contract Rates	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
6	\$40.50	\$60.75	\$81.00	\$105.30	\$162.00	\$210.60	\$313.88	\$417.15	\$470.82	\$627.75
12	\$37.90	\$56.85	\$75.80	\$98.54	\$151.60	\$197.08	\$293.73	\$390.37	\$440.59	\$587.45
24	\$35.60	\$53.40	\$71.20	\$92.56	\$142.40	\$185.12	\$275.90	\$366.68	\$413.85	\$551.80
52	\$33.50	\$50.25	\$67.00	\$87.10	\$134.00	\$174.20	\$259.63	\$345.05	\$389.44	\$519.25

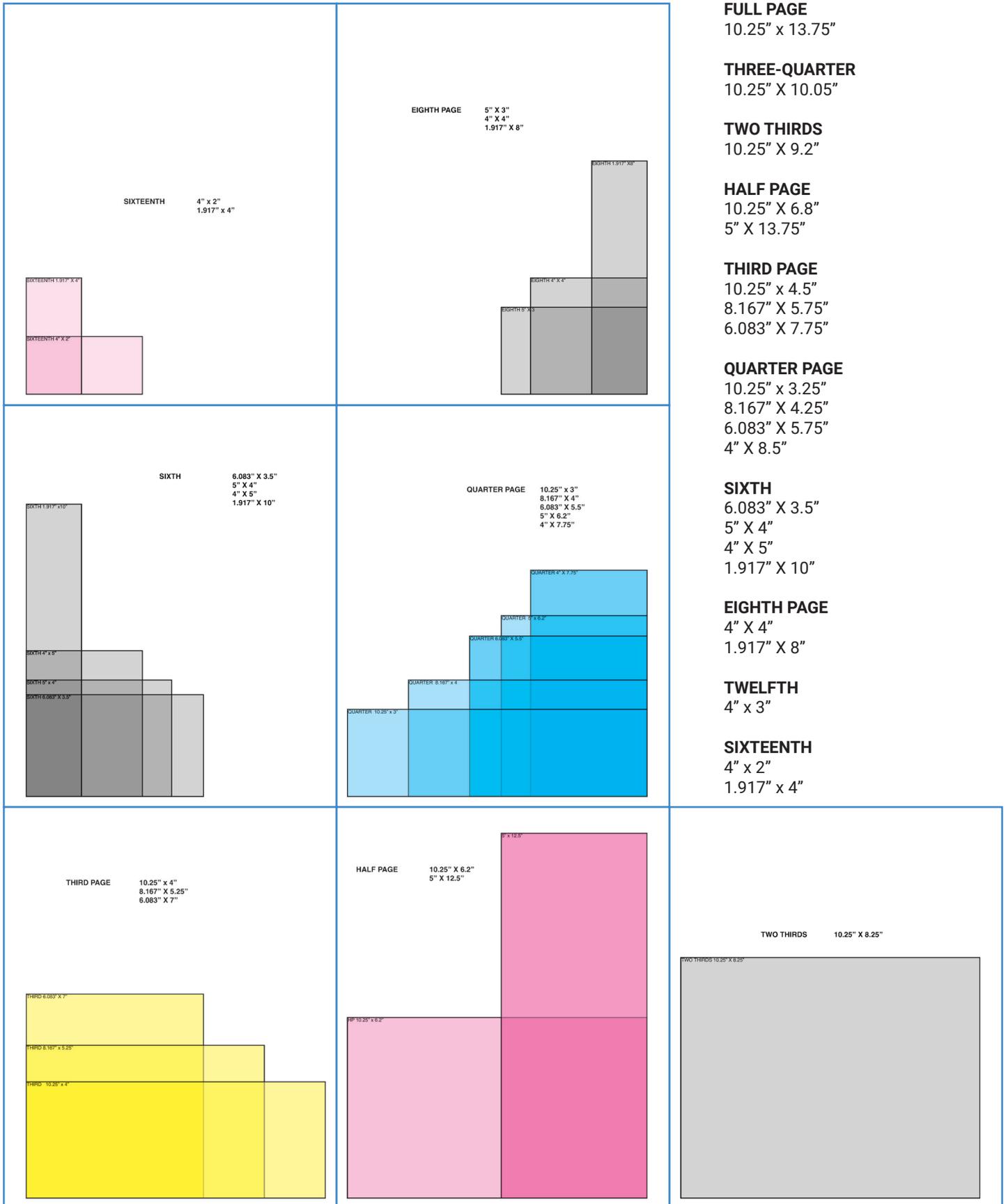
Valley Reporter-Color Advertising Rates										
Open Rate	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
1	\$60.50	\$90.75	\$121.00	\$165.70	\$228.00	\$281.40	\$394.88	\$508.35	\$567.32	\$739.75
Multi-Week Contract Rates	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
6	\$56.50	\$84.75	\$113.00	\$155.30	\$212.00	\$260.60	\$363.88	\$467.15	\$520.82	\$677.75
12	\$53.90	\$80.85	\$107.80	\$148.54	\$201.60	\$247.08	\$343.73	\$440.37	\$490.59	\$637.45
24	\$51.60	\$77.40	\$103.20	\$142.56	\$192.40	\$235.12	\$325.90	\$416.68	\$463.85	\$601.80
52	\$49.50	\$74.25	\$99.00	\$137.10	\$184.00	\$224.20	\$309.63	\$395.05	\$439.44	\$569.25

Valley Reporter & Stowe Reporter Combo-Black & White Advertising Rates										
Open Rate	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
1	\$80.95	NA	\$161.90	\$210.47	\$323.80	\$420.94	\$627.37	\$833.79	NA	\$1254.73
Multi-Week Contract Rates	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
6	\$75.25	NA	\$150.50	\$195.65	\$301.00	\$391.30	\$583.19	\$775.08	NA	\$1166.38
12	\$71.25	NA	\$142.50	\$185.25	\$285.00	\$370.50	\$552.19	\$733.88	NA	\$1104.38
24	\$67.25	NA	\$134.50	\$174.85	\$269.00	\$349.70	\$521.19	\$692.68	NA	\$1042.38
52	\$63.15	NA	\$126.30	\$164.19	\$252.60	\$328.38	\$489.42	\$650.45	NA	\$978.83

Valley Reporter & Stowe Reporter Combo-Color Advertising Rates										
Open Rate	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
1	\$171.95	NA	\$268.90	\$335.47	\$448.80	\$545.94	\$752.37	\$958.79	NA	\$1379.73
Multi-Week Contract Rates	1/16	1/12	1/8	1/6	1/4	1/3	1/2	2/3	3/4	Full Page
6	\$166.25	NA	\$257.50	\$320.65	\$426.00	\$516.30	\$708.19	\$900.08	NA	\$1291.38
12	\$162.25	NA	\$249.50	\$310.25	\$410.00	\$495.50	\$677.19	\$858.88	NA	\$1229.38
24	\$158.25	NA	\$241.50	\$299.85	\$394.00	\$474.70	\$646.19	\$817.68	NA	\$1167.38
52	\$154.15	NA	\$233.30	\$289.19	\$377.60	\$453.38	\$614.42	\$775.45	NA	\$1103.83

Not-For-Profit Rates available, please inquire.

# Advertising Sizes



# MARKET PROFILE

## FAYSTON

Population: 1337  
Median Age: 45  
High School Degree: 96.9%  
College Degree: 51.7%  
Graduate Degree: 13.1%  
Median Home Value: \$330,899  
Median Household Income: \$83,307

## MORETOWN

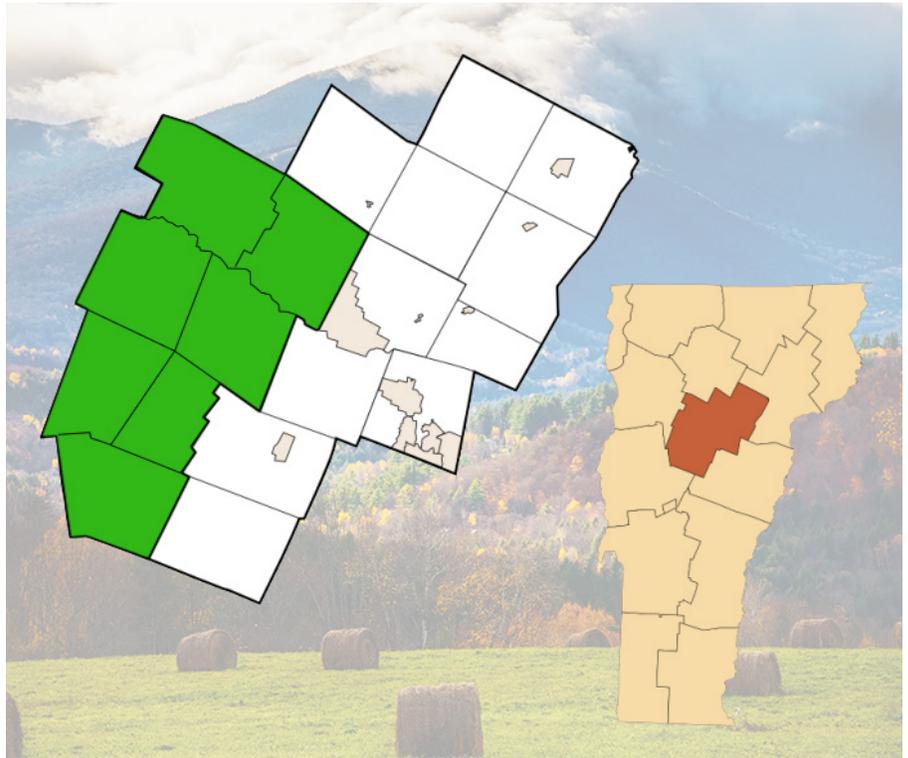
Population: 1658  
Median Age: 44.3  
High School Degree: 90.6%  
College Degree: 33.8%  
Graduate Degree: 13.4%  
Median Home Value: \$267,061  
Median Income: \$74,392

## WAITSFIELD

Population: 1719  
Median Age: 45.9  
High School Degree: 93.4%  
College Degree: 46.2%  
Graduate Degree: 15.2%  
Median Home Value: \$348,571  
Median Income: \$71,007

## WARREN

Population: 1705  
Median Age: 45.2  
High School Degree: 92.2%  
College Degree: 44.9%  
Graduate Degree: 14.1%  
Median Home Value: \$334,213  
Median Income: \$73,906



## DUXBURY

Population: 1337  
Median Age: 42  
High School Degree: 88%  
College Degree: 33.1%  
Graduate Degree: 10.9%  
Median Home Value: \$242,984  
Median Income: \$74,752

## MIDDLESEX

Population: 1731  
Median Age: 44.3  
High School Degree: 90.9%  
College Degree: 41.6%  
Graduate Degree: 16.8%  
Median Home Value: \$257,563  
Median Income: \$80,648

## WATERBURY

Population: 1801  
Median Age: 34.7  
High School Degree: 94.7%  
College Degree: 46.1%  
Graduate Degree: 19.4%  
Median Home Value: \$263,208  
Median Income: \$66,431

source: city-data.com

# AWARD WINNING

In our 50+ years of service **The Valley Reporter** has won multiple awards for local news coverage and for advertising, marketing, and design from **NNA & NENPA**. The Valley Reporter has also received awards and accolades from the **United Way** and **Rotary**.





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## WEB ADVERTISING

All ads are unlimited impressions.

Ads can be purchased by week, month, or year and linked with an URL of your choice.

### Options

**Home/Story Page Top:** 728 x 90px Leaderboard, top of every page

**Cost: \$125/mo. or \$50/wk.**

### Home Page Category

728 X 90px or 300 x 250px placed under category headings

**Cost: \$100/mo. or \$30/wk.**

### Home Page & Story sidebar

300 X 250px. placed alongside stories and and home page.

**Cost: \$100/mo. or \$30/wk.**

## NEWSLETTER ADVERTISING

### Story Inline

Placed in Tuesday & Thursday newsletters

**600px wide business card**

**Cost: \$40/wk. stand alone or \$20/wk with ad in-paper**

We can take a business card display ad from the paper (print) and jpeg it to fit newsletter specs.

Ads larger than business card size can be purchased for an additional fee based on size.

# **DISPLAY ADVERTISING DESIGN**

PDF at 300 dpi with all fonts embedded is the preferred ad type.  
We can accommodate high-resolution jpeg and tiff.

The Valley Reporter provides free display advertising design and layout as part of the advertising cost. Please allow appropriate time for the design and proofing process.



# COMBINATION ADVERTISING OPTIONS ADVERTORIAL & SOCIAL MEDIA COMBO

**Full-Page**, color advertorial: **\$739.75**  
**1/2-Page**, color advertorial: **\$394.88**

**Includes:** Full or Half-Page advertorial printed in the paper and appearing online at **valleyreporter.com** and 4-Social Media Boosts on all The Valley Reporter socials (Facebook, Twitter, & Instagram)

**Additional** social media boosts can be purchased **\$100/4-boosts**

**ADD-ON:** Website ad (728 X 90px or 300 X 250px) to your Advertorial Combo for just **\$90/mo.** run of site or **\$110/mo** In-Story.