



Milton INDEPENDENT

ABOUT US

Every Thursday the Milton Independent delivers local and regional news, school news and events, local sports, a community calendar and features on local personalities to over 6,300 homes and businesses.

At the Milton Independent, we believe in service to our advertisers. We offer free ad typesetting and graphic design services, regular visits to your place of business, ideas for more attractive, effective ads, and a proactive attitude that puts results and your satisfaction first.

CIRCULATION

Total Readers:.....15,750

Town	Zip Code	Weekly
Milton	05468	5,400
Georgia	05468	900
Total		6,300

CONTRACT RATES*

12 weeks\$8.25/column inch
25 weeks\$7.80/column inch
50 weeks\$7.00/column inch

*Contract Required • Ad placements must be consecutive

TERMS

All classified, business directory, political and inserts must be prepaid. All new accounts must prepay first ad.

SUBMITTING ARTWORK

Acceptable File Formats: PDF, JPEG, EPS, TIFF, PSD (Photoshop), AI (Illustrator) & INDD (InDesign) - **Supplied art & PDF's must be Hi-Resolution (170 dpi or higher)**

CONTACTS

Advertising: george@samessenger.com
Editorial: courtney@miltonindependent.com or abby@miltonindependent.com
Classified: gail@samessenger.com

AD RATES

Open Rate

Price per column inch.....	\$10.00
1/2 Page - 6 col. x 10 inches.	\$600.00
1/4 Page - 3 col. x 10 inches.	\$300.00
1/8 Page - 3 col. x 5 inches.	\$150.00

Government & Non-Profit

Price per column inch.....	\$8.50
1/2 Page - 6 col. x 10 inches.	\$510.00
1/4 Page - 3 col. x 10 inches.	\$255.00
1/8 Page - 3 col. x 5 inches.	\$127.50

Political (pre-paid)

One-time open rate (No discounted rates apply)

Inserts (pre-paid)

1,000 minimum, pages equal to 8 1/2" by 11"	
1-4 pg.....	\$50/1,000 papers
5-15 pg.....	\$60 /1,000 papers
16-31 pg.....	\$70 /1,000 papers
32+	Please inquire

Business Directory (pre-paid)

Ads run consecutive weeks without change.
Minimum of 8 weeks required. Standard size:
3 1/4" x 1 5/8"

8 weeks	MI only	\$160
	MI, CS & ER	\$360
12 weeks	MI only	\$225
	MI, CS & ER	\$480
6 months	MI only	\$360
	MI, CS & ER	\$840
1 year	MI only	\$650
	MI, CS & ER	\$1500

Consecutive Repeat Discounts (for total pickup of ad - minimum of 5 column inches)

1st Repeat.....	10%
2nd Repeat.....	15%
3rd Repeat.....	20%
4th Repeat.....	25%
5th Repeat.....	30%

Process Color Rates 1-29" ...\$50
30-59" ...\$100 60-123" ...\$150

TRI-TOWN RATES

The following prices apply to ads placed in the Milton Independent, The Essex Reporter, and The Colchester Sun

Tri-Town Classified

# of words	Personal	Business	Employment
25 or less	\$18.00	\$22.00	\$48.00
26 - 35	\$22.00	\$26.00	\$54.00
36 - 60	\$28.00	\$32.00	\$62.00

50¢/word over 60 in all categories

Add \$15 for box, photo, or art

Tri-Town Job Seekers

(Display Employment ads)

Price per column inch..... \$18.00

Classified section is a 9 column page

Tri-Town Showcase of Homes

(Real Estate Display ads)

Realtor's Business Card included

at no extra charge

Property Listing \$60/week

Open House \$75/week

AD DEADLINES

Display, Classified & Camera Ready Ads are due at **12 noon on Friday** to run in the following week's Thursday paper.

WEB AD RATES

Advertise on our new and improved website www.miltonindependent.com. We accept JPG files at a resolution of 72dpi for web ads. Images must be saved at the correct dimensions.

	1 WEEK	1 MONTH
200 X 200 Square	\$55.00	\$200.00
468 X 60 Banner	\$75.00	\$250.00

For Editorial - 69 Main Street, Milton, VT 05468 | (802) 893-2028 | www.miltonindependent.com

For Advertising- 281 N. Main Street, St. Albans, VT 05478 | (802) 524-9771 | www.samessenger.com