

2012 MEDIA KIT

THE North Star MONTHLY

The **North Star** was first established in 1807 by an expatriate from Connecticut. Ebenezer Eaton arrived in northern Vermont by ox sled, bringing his family and a printing press to Danville, the newly settled seat of Caledonia County. A century later, the North Star has been re-established as a monthly community magazine, and its pages were devoted to the “reinforcement of the value of community” by publishing stories from a wide range of interests and writers. The North Star Monthly has been honored by the Vermont Press Association with awards for feature writing and photography.

Justin and Ginni Lavelly took the paper over in July 2008 and are likewise committed to the people, places and institutions that for many of us make small towns home. Feature stories and human interest articles describe the Northeast Kingdom of Vermont and often reach beyond into northern New Hampshire and the rest of Vermont. Above all, The North Star offers the stories we all have to tell. These are real people telling real stories.

“Good for the whole month.”

RESPONSIBILITY

The magazine is not liable for typographic errors or incorrect prices, whether an error of the customer or the publisher/printer. The publisher will not be responsible for any errors appearing in advertisements except to the extent of running a correction of any errors caused by the newspaper. The North Star Monthly reserves the right to reject any advertising whether due to illegible copy or other reasons and such rejection shall not be construed as a breach of advertising contract. Proofs will be available, if requested, providing all copy has been submitted by the 15th of the month. Ads will be available for proofing at the North Star Monthly office or via fax or email.

MECHANICAL SPECS

Format Tabloid, 5 columns.
Page Width: 10 inches, 60 picas
Page Depth: 16 inches, 96 picas
1 Column Width: 1.867 inches
2 Column Width: 3.9 inches
3 Column Width: 5.933 inches
4 Column Width: 7.967 inches
5 Column Width: 10 inches

COLOR SPECS

PROCESS COLOR: Any process color must be created using only CMYK (Cyan, Magenta, Yellow & Black). Do Not use any spot colors, pantones, labs or RGB elements.

NORTHSTAR
PUBLISHING LLC

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ESTABLISHED 1807 RE-ESTABLISHED 1989

THE North Star MONTHLY

Every Small Town's Newspaper

DANVILLE, VERMONT GOOD FOR THE WHOLE MONTH \$1.50

OCTOBER 2010
Volume 23, Number 4

A BREED APART

A historic horse breed is rare across the country and especially in New England

By
JUSTIN
LAVELLY



CGF
Absolutely
Incredible

profile
Page 4

feature
Page 18

istory

DISPLAY RATES

BLACK & WHITE RATE

\$8.00 PER COLUMN INCH
10% FOR REPEAT ADVERTISERS
5% FOR PREPAYMENT

PROCESS COLOR RATE

\$12.00 PCI
10% FOR REPEAT ADVERTISERS
5% FOR PREPAYMENT

NONPROFIT RATE

B&W \$4.00 PER COLUMN INCH
COLOR \$6.00 PER COLUMN INCH

FRONT PAGE BOXES

1 COLUMN BY 1 INCH, \$30.
W/COLOR, \$50

1/16 PAGE

5 COLUMN INCHES..... \$40⁰⁰

1/8 PAGE

10 COLUMN INCHES..... \$80⁰⁰

1/4 PAGE

20 COLUMN INCHES..... \$160⁰⁰

1/2 PAGE

40 COLUMN INCHES..... \$320⁰⁰

FULL PAGE

80 COLUMN INCHES..... \$640⁰⁰

CUSTOM SIZES AVAILABLE.

15% FOR GUARANTEED POSITION

BUSINESS DIRECTORIES

THIS IS A GREAT VALUE! **\$85⁰⁰** PER YEAR

You will get a listing in every issue for 12 months

You will receive a free subscription to The North Star Monthly

Plus ... You will get a free on-line listing.

2012 NORTHSTAR PUBLISHING CALENDAR

2012 NORTH STAR MONTHLY PRODUCTION SCHEDULE

Issue (deadline)

January (Dec. 15)
 February (Jan. 15)
 March (Feb. 15)

Issue (deadline)

April (March 15)
 May (April 15)
 June (May 15)

Issue (deadline)

July (June 15)
 August (July 15)
 September (Aug. 15)

Issue (deadline)

October (Sept. 15)
 November (Oct. 15)
 December (Nov. 15)

2012 SPECIAL SECTIONS & PROMOTIONS IN THE NORTH STAR MONTHLY

January: Half-price sale, all display ads over 25 inches qualifies, no other discounts apply.

July: Outdoor Recreation, limited spots available on a one-page, full-color spread dedicated to the various activities our region has to offer during the summer months

November: Winter Car Care, limited spots available on a one-page, full-color section listing current deals from auto care centers from across the region

December: Shop Local for the holidays, a two-page, full-color spread highlighting local retail destinations in St. Johnsbury and Littleton, N.H.



OTHER OFFERINGS FROM NORTHSTAR PUBLISHING



25,000 copies
Deadline: March 1, 2012

Every May, Northstar Publishing, compiles and distributes the region's most comprehensive reference guide and community almanac. A one-of-a-kind, one-stop resource for 40 communities in the Northeast Kingdom. The guide includes complete historical information and statistical data for towns, local and state government, the arts, schools and education, employment and industry, state forests, museums and historical sites, clubs and organizations, human services, hospitals, places of worship and much more! This publication is a must for people relocating to the Northeast Kingdom or visiting the Green Mountains.



15,000 copies
Summer issue deadline:
May 1, 2012
Winter Issue Deadline:
Nov. 1, 2012

In January and July, Northstar Publishing, produces and distributes a full-color- full-glossy magazine dedicated to living healthy in our region. Featuring articles and advertisements from a broad spectrum of local businesses dedicated to our communities, this publication is distributed across the Northeast Kingdom and beyond free of charge.