

**VERMONT.COM**

5376 Main Street  
Manchester Center, VT 05255  
802-362-2000  
info@Vermont.com



Vermont.com Advertising

We Build Vermont Brands

# About Vermont.com

*... providing information about everything in the state of Vermont.*



- Celebrating 25+ years of growth
- Independently-owned
- Based in Southern Vermont (Manchester)

*"Vermont.com staff is extremely attentive to making sure your visuals and information is eye catching and up to date. In a recent two month period, we've had 5500 sessions on our website, averaging nearly 3 minutes and have had 20 vacation reservations ... great job Vermont.com!"*



Nancy Illemann  
Smugglers Notch Resort

*"With so many listing sites to chose from, Vermont.com has shown the best results for us with carefully chosen banner ads, placement and personalized service."*



Jen Wyman,  
Director of Resort Marketing,  
Basin Harbor Club

# Vermont.com Statistics



## Annual Summary

- ▶ 720,978 sessions \*
- ▶ 1,405,652 pageviews \*

# Social Media



## Facebook:

▶ Over 25,700\* “likes” across 3 Facebook accounts

... and growing!



## Twitter:

▶ Over 7,100\* followers on Twitter

... and growing!



## Blog:

▶ <http://blog.vermont.com/>

*\* Total as of 01/13/20*

# Advertising Placements

*There are a variety of placements throughout Vermont.com, depending on your marketing goals:*

- Internal Business Page (IBP)
- Vermont.com Homepage
- Listing Pages
- City Pages
- Regional Homepages
- ... and more!



*“When you look at the quality and number of traffic we receive from Vermont.com, it's a no brainer!”*



Marla Woulf,  
Four Seasons Sotheby's  
International Realty

*“From the moment that we first started developing campaigns in partnership with Vermont.com we have enjoyed fantastic results.”*



Gloria Bruce,  
Executive Director,  
Northeast Kingdom Travel  
& Tourism Association

# Advertising Options

*Based on your marketing goals and budget, we can tailor an advertising program for your business.*



There are 3 Basic types of advertising available:

- ▶ Listings
- ▶ Packages
- ▶ Sponsorships

Each level offers a variety of opportunities to help market your business.

*"In addition to consistently being our #1 referral site the customer service is above exceptional."*



Christine Cecchetti,  
Director of Business Development,  
Lake Morey Resort

*"Vermont.com is one of our top referring sites for the Green Mountain Inn (usually in the top 4 each month.)"*



Patti Clark, Innkeeper  
Green Mountain Inn

# Directory Listings

Annual cost: starting at \$699/yr

## Includes:

- ▶ A link to your website in our directory at both the statewide and regional levels of a category that best fits your business.
- ▶ Internal Business Page with your contact info, a description of your business, and links to your website.
- ▶ Rotation on the appropriate City and/or Regional Page.
- ▶ Banner Ad Graphic created by Vermont.com



*"...from analysis of our website analytics, the decision to renew with Vermont.com is easy. Vermont.com is consistently in the top 5 referrals for our Vermont Bed and Breakfast."*



Julie Wood, Owner  
Golden Stage Inn

*"...vermont.com is a high quality web site and we feel we get good value for our advertising dollars."*



Dave Citron  
RE/MAX Four Seasons

# Packages

Annual cost: \$4800-\$7200/yr



Includes: All the benefits of Directory Listings, plus...

- ▶ A larger selection of categories
- ▶ Rotation in “Premium” Listings
- ▶ Limited inclusion in the “Top Deals” to promote your specials.
- ▶ Homepage & Site-wide Banner exposure as available.
- ▶ Other placements such as Spotlights, Area Guides, Dining Reviews, etc, as applicable.

*“The Stowe area has successfully partnered with Vermont.com for several years to attract more people to our website, gostowe.com and to the Stowe area in general. They are a pleasure to do business with and are highly recommended.”*



Tom Thamm  
Stowe Area Association



# Sponsorships

Annual cost: \$15k+/yr



Includes: All the benefits of Directory Listings and Packages plus...

- ▶ The widest selection of categories.
- ▶ Additional placement on Vermont.com, as available.
- ▶ Permanent inclusion in the “Top Deals” to promote your specials.
- ▶ Potential for full-site partnership, networking, and co-branding opportunities.

*“Our relationship with Vermont.com has been extremely valuable in driving traffic to Stratton's website... Vermont.com ranks highly with general Vermont-focused searches (terms like "Vermont Resorts" & "Vermont Vacations"), and this has proved to drive a high proportion of users to Stratton.com for their first time...”*



Rob Chrostowski,  
Digital Marketing Manager,  
Stratton Mountain Resort

# Great! How do I get started?

*Based on your marketing goals, we can tailor an advertising level that fits your needs with a custom selection of categories and placements within our various promotional channels.*

Call Us: 802-362-2000

Contact Us Online: <http://www.vermont.com/contact.cfm>

Signup Online: <http://www.vermont.com/enteronline.cfm>

More Testimonials: <http://www.vermont.com/testimonials.cfm>

