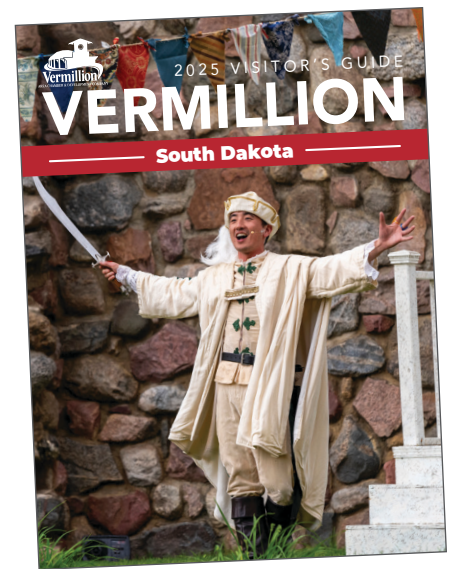
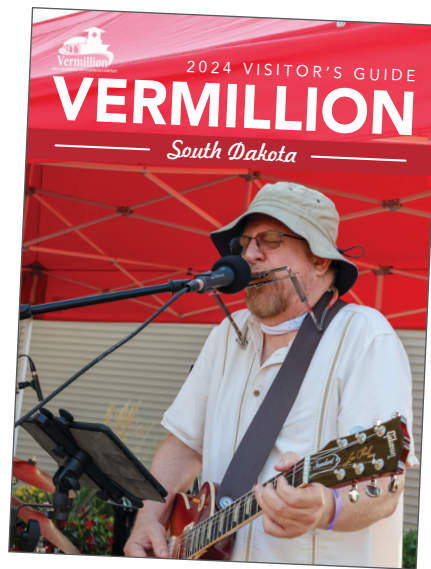
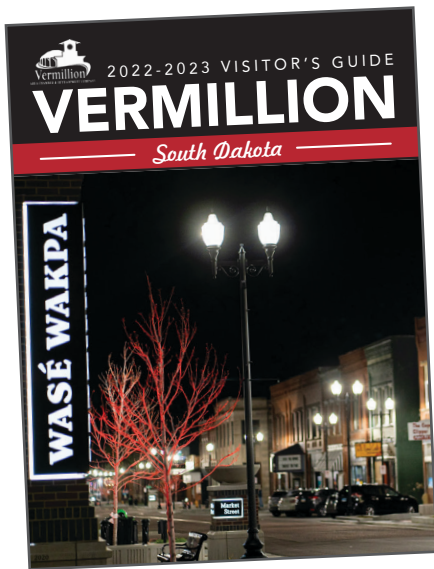


# **Vermillion Area Chamber & Development Company**

## **2025 Media Kit**



# 2026 Visitor's Guide



**5000**  
*physical copies*

**Digital  
Distribution**

*via LiveVermillion.com  
and Issuu*

## DEADLINES

**October 27, 2025:**  
Space reservation deadline

**November 3, 2025**  
Materials deadline

- Target visitors, business travelers, new residents, and college students
- Feature your business for a full calendar year
- Mailed free to future visitors
- Digital edition hosted on LiveVermillion.com and Issuu
- Placed in Visitor Information Centers throughout the state
- Available at Vermillion Area lodging, realtors, & businesses
- Displayed at the Vermillion Area Chamber & Development Company
- Displayed at all VCDC networking events
- First printing available December 2025

# VERB Magazines



The VERB is the VCDC's semi-annual membership magazine, featuring updates from the leadership, event recaps, new member welcomes, a feature story, and area economic development statistics.

Advertising in The VERB is a great way to get your message directly in front of an audience of **over 350** businesses, nonprofits, and local entrepreneurs!

**Direct Mailing**  
*to every member*

**Digital Distribution**  
*via LiveVermillion.com and Issuu*



## DEADLINES

**April 3, 2025**

Spring Space Reservation Deadline

**April 17, 2025**

Spring Materials Deadline

**October 2, 2025**

Winter Space Reservation Deadline

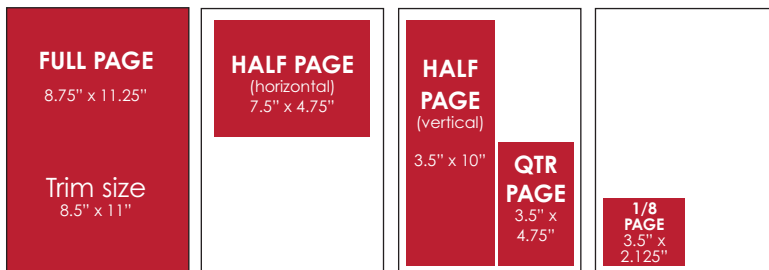
**October 16, 2025**

Winter Materials Deadline

# Publication Ad Specs

AD SIZE	WIDTH	HEIGHT
<b>Full page</b> Trim size	<b>8.75"</b> 8.5"	<b>11.25"</b> 11"
<b>Half page</b> (vertical)	<b>3.5"</b>	<b>10"</b>
<b>Half page</b> (horizontal)	<b>7.5"</b>	<b>4.75"</b>
<b>Quarter page</b>	<b>3.5"</b>	<b>4.75"</b>
<b>Eighth page</b>	<b>3.5"</b>	<b>2.125"</b>

No bleeds on half, quarter, or 1/8 page ads



## AD REQUIREMENT CHECKLIST

- FILE FORMAT:**  
Your file should be PDF format
- RESOLUTION:**  
Your file should be high resolution, 300 dpi minimum
- FONTS:**  
All fonts should be embedded
- COLOR:**  
Use only 4-color process (CMYK)
- BLEEDS:**  
Design all full page ads to the full size of **8.75x11.25** inches, to be trimmed to **8.5x11** inches. Extend bleed elements to the edges of the document. Keep important content 3/8" from edge. Do not include crop, bleed, or registration marks.

## Visitor's Guide Rates

AD SIZE	MEMBER PRICE	NON-MEMBER PRICE
Eighth page	\$200	\$300
Quarter page	\$335	\$500
Half page	\$455	\$682
Full page	\$700	\$1050
Full page (premium)*	\$800	\$1200

\*inside front cover + facing page, inside back cover + facing page, and outside back cover (5 spots)

## VERB Rates

AD SIZE	MEMBER PRICE	NON-MEMBER PRICE
Eighth page	\$65	\$100
Quarter page	\$100	\$150
Half page	\$150	\$225
Full page	\$250	\$375

**Email ads to**

[raina@vermillionchamber.com](mailto:raina@vermillionchamber.com)

# LiveVermillion App

Build your brand by advertising through the Live Vermillion app. Choose from the following options:

## **Splash Screen Ads**

### **Be the first thing users see**

- Full-screen clickable ad linked to your website
- Appears on app open
- Quarterly Commitment
- 4 Spots Available, varying weight:
  - » 1 spot at 40% weight
  - » 3 spots at 20% weight

## **Banner Ads**

### **Advertise on individual pages**

- Clickable ribbon ad linked to your website
- Appears at the bottom of each page in the app
- Quarterly Commitment
- 10 Spots Available, equal weight

## **Push Notifications**

### **Grab user attention and advertise your event or promotion**

- One-time push with custom message sent to all users
- Includes button with link to webpage
- 2 spots available per week



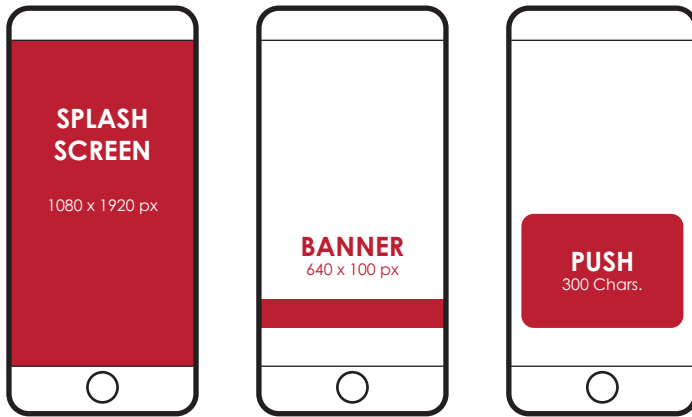
**2500+**  
downloads

**1322**  
avg. monthly  
splash screen  
impressions

**1089**  
avg. monthly  
banner ad  
impressions

# App Ad Specs

AD TYPE	SIZE	FORMAT
Splash Screen	1080 x 1920 px	JPEG or PNG
Banner	640 x 100 px	JPEG or PNG
Push Notification	300 character limit	DOCX



## AD REQUIREMENT CHECKLIST

- FILE FORMAT:**  
Splash Screen and Banner ads must be either JPEG or PNG format. Push notification copy should be sent in DOCX (Word Document) format.
- LINK TO WEBSITE:**  
Please specify the webpage you would like the ad to link to when submitting all ads
- COLOR:**  
Splash Screen and Banner ads must use RGB color space
- PUSH NOTIFICATIONS:**  
Must include instructions for delivery date, delivery time, and end time (time when the notification expires)

## Selection

If the VCDC receives more requests for ad space than is available, space will be awarded via lottery, weighted by parties' chamber membership levels:

- Non-members—1 entry
- Nonprofit/Investor—2 entries
- Bronze—3 entries
- Silver—4 entries
- Quartz—5 entries
- Gold—6 entries
- Platinum—7 entries
- Diamond—8 entries
- Ruby—9 entries
- Champion—10 entries

## App Rates

AD	MEMBER PRICE	NON-MEMBER PRICE
Splash Screen	\$750 (40% weight) \$400 (20% weight)	\$1125 (40% weight) \$600 (20% weight)
Banner	\$250	\$375
Half page	\$100	\$150

**Email ads to**

*[raina@vermillionchamber.com](mailto:raina@vermillionchamber.com)*

# Email Marketing

Get your message in front of an audience of dedicated subscribers with VCDC email marketing!

## Dedicated Email Blast

- Custom email featuring your photos and copy
- You provide the assets, and we'll put the email together for you!
- Great for introducing your business, promoting a sale, or announcing news

## Monday Messenger Inclusion

- Have an event coming up? A press release you want to distribute? Send us the info and we'll include it in our weekly email newsletter

## Monday Messenger Banner Ad

- Advertise prominently on the weekly Monday Messenger newsletter
- Ad appears for two weeks

**Real email marketing examples!**



Beckenhauer Construction breaking ground on the Clay County Jail & Law Enforcement Center

Supporting your Goals & Partnering for Growth: Beckenhauer Construction, Your Trusted Construction Management Partner for Your Building and Renovation Needs

Beckenhauer Construction prides itself on quality and the ability to keep projects on schedule and within budget. They help to accomplish this beginning in the preconstruction stage, making sure their clients get the most efficient use of their dollars.

Beckenhauer uses lean construction methods to cut costs, eliminate waste, improve schedules, and create continuous workflow. They work to ensure a smooth construction experience based in teamwork, communication, and trust.

Beckenhauer Construction places great care into their clients' construction projects, keeping the client involved throughout the process (as much as they'd like to be) so they can focus on their mission.

Below, the Boone County Health Center, a Beckenhauer project.



Beckenhauer Construction is entering its 146th year as a family-owned company and is headquartered in Norfolk, Nebraska, doing work in Nebraska, South Dakota and Iowa. Beckenhauer builds largely in the Healthcare (like hospitals and clinics) and Law Enforcement (like jails and courthouses) industries.



Adams County Justice Center

Other projects in their portfolio include higher education, churches, commercial, and industrial facilities.



Midwest Bank Headquarters



Clay County Jail & Law Enforcement Center Under Construction



Norfolk Iron & Metal Headquarters

### Who is the ideal client for Beckenhauer?

- A business owner/entity who understands how construction management can bring greater value to them and their business (however, Beckenhauer Construction is more than happy to help out in the learning process of this as well!)
- An owner who brings Beckenhauer Construction into the process early so they can work alongside the architect for a teamwork approach that benefits everyone involved.
- For further inquiries, please visit Beckenhauer Construction's website below.

Visit [BeckenhauerConstruction.com](http://BeckenhauerConstruction.com)

# Email Blast Specs

- Client provides all photos and copy
- Individual photos must be no larger than 5 Megabytes
- Copy provided via DOCX (Word Document)
- Suggested copy maximum length: 200 words
- Client must specify Date and Time of email send
- Client will receive a test email for review. Client will work with VCDC communications manager to make any desired changes.
- Upon approval, email will be scheduled for sending

## Banner Ad Specs

- DIMENSIONS:**  
620 x 160 Pixels
- FILE FORMAT:**  
JPEG or PNG format
- LINK TO WEBSITE:**  
Please specify the webpage you would like the ad to link to when submitting your ad
- COLOR:**  
Must use RGB color space

## Monday Messenger Info

- The VCDC accepts flyers, graphics, press releases, and links to external websites for placement
- Assets are placed in the email and made accessible via button graphics
- All flyers/graphics/press releases must be in PDF format
- Assets must be submitted no later than noon on the Friday prior to the Monday newsletter you wish to be included in

# Email Marketing Rates

AD	MEMBER PRICE
Email Blast	\$150
Banner Ad	\$150
Monday Messenger Info Inclusion	Free

**Send email ads to**  
*miles@vermillionchamber.com*

**\*Email Marketing only available to chamber members**



# Social Media

Get the word out with a one-time push via social media channels. We'll post or share your content right from the VCDC page—perfect for quick promotions or announcements.

Facebook, X, and LinkedIn posts/shares available.

**\$100** per promotion.

## Specs

- DIMENSIONS:**  
Up to 1080 x 1080 px
- FILE FORMAT:**  
JPEG or PNG format
- COPY:**  
No more than 100 words recommended
- COLOR:**  
Must use RGB color space

**Email ads to**

*raina@vermillionchamber.com*



**\*Social Media marketing only available to chamber members**