

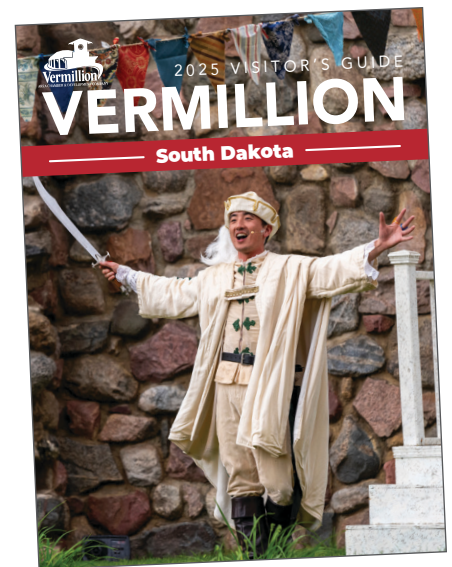
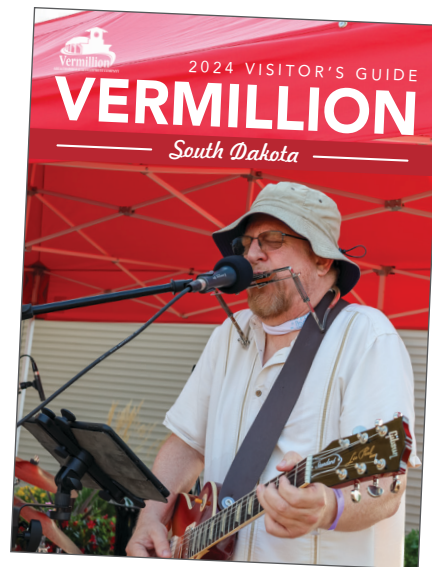
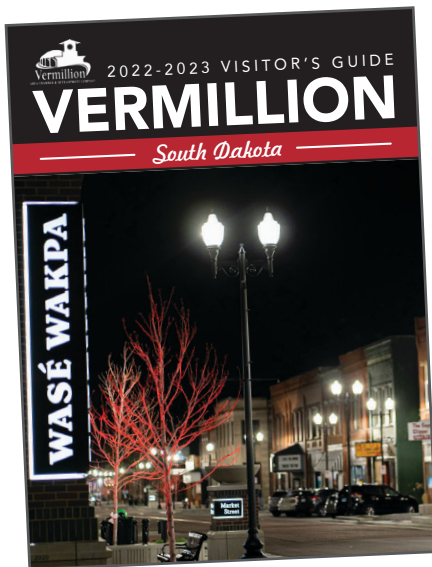
# Vermillion Area Chamber & Development Company

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## 2026 Media Kit



# 2027 Visitor's Guide



**5,000**  
*physical copies*

**Digital  
Distribution**

**via *LiveVermillion.com*  
and *Issuu***

## DEADLINES

**October 19, 2026**  
Space reservation deadline

**November 2, 2026**  
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 semiannual 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 the entire area.

**Direct Mailing**  
*to every member*

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



## DEADLINES

**March 13, 2026**

Spring & Winter Space Reservation  
Deadline

**April 17, 2026**

Spring Materials Deadline

**October 9, 2026**

Winter Materials Deadline

# Publication Ad Specs

| AD SIZE                       | WIDTH                | HEIGHT               |
|-------------------------------|----------------------|----------------------|
| <b>Full page</b><br>Trim size | <b>8.75"</b><br>8.5" | <b>11.25"</b><br>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*

|                                                                   |                                                  |                                                                                     |                                  |
|-------------------------------------------------------------------|--------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------|
| <b>FULL PAGE</b><br>8.75" x 11.25"<br><br>Trim size<br>8.5" x 11" | <b>HALF PAGE</b><br>(horizontal)<br>7.5" x 4.75" | <b>HALF PAGE</b><br>(vertical)<br>3.5" x 10"<br><br><b>QTR PAGE</b><br>3.5" x 4.75" | <b>1/8 PAGE</b><br>3.5" x 2.125" |
|-------------------------------------------------------------------|--------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------|

## 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          | \$300        | \$500            |
| Quarter page         | \$450        | \$600            |
| Half page            | \$575        | \$800            |
| Full page            | \$850        | \$1200           |
| Full page (premium)* | \$1000       | \$1500           |

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

**All publications are cash only.**

## VERB Rates

| AD SIZE      | MEMBER PRICE | NON-MEMBER PRICE |
|--------------|--------------|------------------|
| Eighth page  | \$100        | \$250            |
| Quarter page | \$200        | \$300            |
| Half page    | \$300        | \$500            |
| Full page    | \$500        | \$750            |

**Rates apply for Spring and Winter issues.**

**Email ads to**  
**VCDC@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
- 3 months of visibility
- 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
- 3 months of visibility

## **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



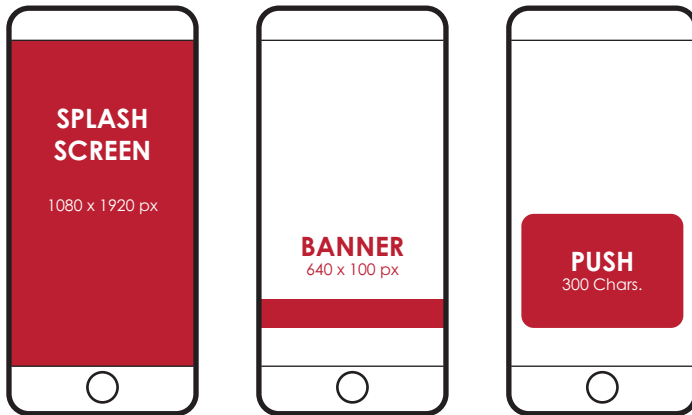
**3200+**  
downloads

**1380**  
avg. monthly  
splash screen  
impressions

**1150**  
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)<br>\$400 (20% weight) | \$1125 (40% weight)<br>\$600 (20% weight) |
| Banner            | \$250                                    | \$375                                     |
| Push Notification | \$100                                    | \$150                                     |

**App marketing is cash only**

**Email ads to**  
VCDC@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 Banner Ad***

- Advertise prominently on the weekly Monday Messenger newsletter
- Appears for one week



# Email Blast Specs

- Individual photos must be no larger than 5 Megabytes
- Copy provided via DOCX (Word Document)
- Suggested copy maximum length: 200 words

## 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

- Client provides all photos and copy
- Client must specify Date and Time of email send
- Upon approval, email will be scheduled for sending
- 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        |
| Monday Messenger Banner Ad | \$150        |

**Send email ads to**  
*VCDC@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 your content right from the VCDC page—perfect for quick promotions or announcements.

Facebook and LinkedIn posts available.

**\$200** 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**

***VCDC@vermillionchamber.com***



**\*Social media marketing is available exclusively to chamber members.**