



VermontVacation.com
The Official State of Vermont Tourism Site

YANKEE
CONNECTING YOU
TO NEW ENGLAND

2016-2017 Print & Digital Package

Print Component:

A total of six sections to run in six different issues.

2016 September/October Issue: Manchester Area Section (full page)

2016 November/December Issue: Woodstock Area Section (full page)

2017 January/February Issue: Winter in Vermont State-Wide Section (Spread)

2017 March/April Issue: Stowe Area Section (full page)

2017 May/June Issue: Burlington Area Section (full page)

2017 July/August Issue: Okemo Area Section (full page)

The regional co-op sections will be advertorial in format, and include customized illustrated maps of each area. The January/February state-wide section contains traditional display ad units.

Each regional co-op participant will receive:

- Placement on the map
- A write up in the advertorial content

Digital Component:

Yankee will run 100K ROS display ad impressions on NewEngland.com to correspond with the regional sections. These ads will link to the appropriate pages on VermontVacations.com. Ex. During September and October the ROS display ads will link to the Manchester section of the state's site.

Rates:

Vermont Dept. of Tourism's cost:

- \$4,000 per section (\$3,000 net for each page; \$1,000 for online advertising)

Kelly Moores – 800-736-1100 x356 – KellyM@YankeePub.com
YANKEEMAGAZINE.COM – yankeemagazine.com/adinfo

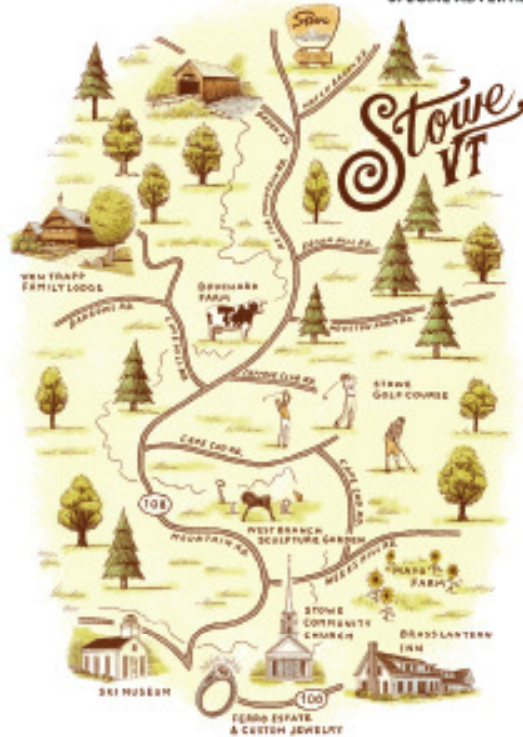


VermontVacation.com
The Official State of Vermont Tourism Site

YANKEE
CONNECTING YOU
TO NEW ENGLAND

March/April 2016: Stowe Section

SPECIAL ADVERTISING SECTION



"Home Away from Home" is the most common review left by guests of Stowe's Brass Lantern Inn. More than just a place to sleep,

the innkeepers' attention to detail creates a unique Vermont experience. Start your day basking in the sunny breakfast room, relax in the Inn's living room next to the wood-burning fireplace, or find yourself immersed in a game of scrabble in the expensive game room. And the views! The inn boasts one-of-a-kind views of Mt. Mansfield – the highest point in Vermont. 800-729-2980 • BrassLanternInn.com

Beyond Stowe's scenic beauty and outdoor adventures is a thriving shopping scene, with over 70 unique stores and boutiques.



Ferro Estate & Custom Jewels, a third generation, full-service jeweler, is a "must-see" when visiting the village's charming Main Street. From estate jewelry, to fine diamonds to custom designs, you won't be able to resist bringing home a special reminder of your Stowe vacation. Of particular note, don't miss their Vermont covered bridge, diamond snowflakes, alpine skiers, or dairy cow charms (among many others)! 802-253-3033 • FerroJewelers.com/stowe



Taste the sweetness of Vermont on Trapp Family Lodge's Maple Sugar Tour—a casual, 1-mile hike around the property, where you'll learn about the centuries-old tradition and enjoy

a tasty maple treat. Every March, when the days become longer and warmer, the Trapp Family Lodge's sugarhouse starts the process of maple sugaring the old-fashioned way, using buckets, a sled, and a team of draft horses to collect the sap. They then boil the sap down in a very large, wood-fired evaporator. The sap and the sugaring process are completely organic, using no chemicals, pesticides, or herbicides. 802-253-8311 • TrappFamily.com/tours.htm



There's no better way to explore the natural beauty of Stowe than by traveling along the designated Green Mountain Byway. Get your cameras ready.

The stunning views of open meadows, farmland, and forests, all with a spectacular mountain backdrop, are a sight to treasure. Historic homes, farmsteads, villages, mill sites, Waterbury Reservoir and three state parks are accessible along the route—as is the area's most prominent natural feature, Mount Mansfield—providing ample opportunities for recreation. GreenMountainByway.com

PACK YOUR BAGS • STOWE



When You Go: Stowe is home to three of Vermont's famous covered bridges, one of which, Gold Brook Bridge (i.e.a. Emily's Bridge), is supposedly haunted by a local farmer's daughter who was deserted by her lover in the 19th century. We'll leave it to you to learn the rest of the story. To visit the bridge, go 3.5 miles south from Stowe on Route 100 to Gold Brook Road, turn left, then travel 1.2 miles and turn left on Covered Bridge Road.



Kelly Moores – 800-736-1100 x356 – KellyM@YankeePub.com
YANKEEMAGAZINE.COM – yankeemagazine.com/adinfo



VermontVacation.com
The Official State of Vermont Tourism Site

YANKEE
CONNECTING YOU
TO NEW ENGLAND

May/June 2016: Burlington Section

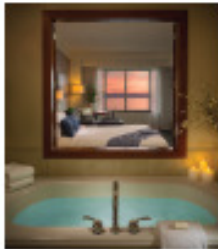
SPECIAL ADVERTISING SECTION



Lang House on Main Street combines 19th century charm with 21st century service. A beautifully appointed Queen Anne Victorian Inn, the property features historic elegance while maintaining environmentally conscientious practices. In fact, it's a designated Green Hotel in the state of Vermont! You'll find the staff warm, knowledgeable and willing to help, and their inventive, locally sourced breakfast is a great start to your day. Lang House is conveniently located within walking distance to Church Street Marketplace, Lake Champlain Waterfront Park, and the University of Vermont campus. 802-652-2500 LangHouse.com



Book yourself a room at the **Courtyard Burlington Harbor** and take in the spectacular views of Lake Champlain and the Adirondacks. Located amidst the charming bustle of downtown Burlington, this hotel offers recently renovated guest rooms, a premier seafood restaurant, and flexible meeting space. The hotel restaurant, *Blau Northwest Seafood*, highlights regional New England cuisine with an upscale, warm dining experience. Their meeting spaces are perfect for either social or business events. Courtyard Burlington Harbor offers an ideal place for productive work and revitalizing, restful sleep. 802-864-4700 Marriott.com/blavdt



Make time to visit **Vermont Farm Table**, a family run business dedicated to the craftsmanship of custom-made tables and seating. Using the highest quality North American hardwoods and reclaimed woods, their products are guaranteed for life. Get inspired at their Table Studio, located in the heart of Burlington. Then work with their team to design your dream table. You choose the species, style, and dimensions and let them do the rest. Live out of town? No problem. They ship using White Glove in-home delivery service. 888-425-8838 VermontFarmTable.com



Nestled in Burlington's Historic Hill District, you'll find family owned & operated **Willard Street Inn**. This stunning property offers casually elegant accommodations while highlighting the craftsmanship of an 1881 Victorian mansion. Enjoy their chef-plated breakfast before taking a short walk to Church Street Marketplace, Lake Champlain Waterfront, Champlain College or the University of Vermont. The inn's tagline rings true, "Service of Yesterday with the Amenities of Today". Rates include off-street parking, Wi-Fi, private baths, locally roasted coffee, and fresh baked cookies delivered to your room; making the Willard Street Inn a great home base during your stay in Vermont. 802-651-8710 WillardStreetInn.com



When You Go: A must see in the Burlington area is the ECHO*, Leahy Center for Lake Champlain (ECHO stands for Ecology, Culture, History, and Opportunity). America's "Sixth Great Lake" and environs are the focus of this waterfront resource, where you can come face to face with Champlain's denizens. Learn about the area's ecological history, shipwrecks, and of course the legendary monster, "Champ." EchoVermont.org



PACK YOUR BAGS • BURLINGTON

Kelly Moores – 800-736-1100 x356 – KellyM@YankeePub.com
YANKEEMAGAZINE.COM – yankeemagazine.com/adinfo