



### MONTHLY FOOD FOR THOUGHT E-NEWSLETTER

- Advertisements will be inserted into the monthly Constant Contact newsletter just below the VSFA header.
- The file should be 600 pixels wide x 100 pixels high and sent as an image file **not** a .pdf, word doc, or screenshot.
- Copy & advertisements are due the 1st of each month to be included in that month's e-newsletter. This is emailed approximately the 15th of each month.
- Copy and images can be linked anywhere. Please send specific URLs or an email address with a defined subject line with your placement.

### CLASSIFIEDS

These can be posted in our Monthly e-newsletter, on our facebook page or in the listserve.

- Members may place classifieds ads for FREE. **Non-members will be charged \$25 per posting.** Copy for the postings must be limited to 250 words.
- You are allowed 1 image in the newsletter and up to 5MB of image for the listserve

### WEBSITE

VSFA Members have an opportunity to increase exposure and direct site visitors to their member page listing or your personal website by advertising on the VSFA website, vtspecialtyfoods.org.

- **Homepage Banner:** Banner ads may be fixed or animated with a link to your member page listing or personal website. The ad size is 866 x 150 pixels.
- **Homepage Rotation:** Feature your products, business or special promotion on one of five spots on the home page. Rotating ads will change every 5 seconds on website refresh. They may be fixed or animated with a link to your member page listing or personal website. The ad size is 852 x 318 pixels.
- **Terms & Rates:** \$100 per month for a maximum of 6 months at a time. Request to pay by invoice or by credit card over the phone. (This does not include the cost of design services)
- **Design Services:** To maintain consistency and integrity of the site, VSFA recommends that advertisers consider using our partner, Cambium Group's ad design services. They have a creative fee of \$50/hr. Please note flash animated banners may require additional time.
- **Submitting your own creative:** If you choose to create your own ad be sure to supply it to VSFA at the exact dimensions noted above and with a specific destination URL. This can be sent to [heather@vtrga.org](mailto:heather@vtrga.org).

### SOCIAL MEDIA / MEMBER NEWS

Have an upcoming event, job posting, article, press release, item for sale? We will promote this on facebook or twitter for FREE! Email us information at [info@vtspecialtyfoods.org](mailto:info@vtspecialtyfoods.org) to be considered.

### EVENT SPONSORSHIP

VRGA hosts 3 annual events throughout the year. Our events have a variety of ways to get your name in front of industry leaders and potential business partners. For our Fall & Spring Meeting there are currently three levels of sponsorship available ranging from \$250—\$500. For more information about how to be a sponsor email [heather@vtrga.org](mailto:heather@vtrga.org). In addition to our events we work with partners throughout the year and all around the US so please inquire about other events.

**November:** Fall Meeting

**February:** VT Food & Beverage Tasting  
Reception

**June:** Spring Annual Meeting

### FEATURE PRODUCTS & SERVICES AT EVENTS

Please be advised the amount of items we can accept and/or table space will vary by event due to the venue.

- Provide a food or beverage donation to be incorporated into our luncheon menu, networking breaks or speaker gift bags. Let us know what the item is and how you would like us to use it. If your item needs to be removed from its original packaging for any reason we will have the venue put out a pre-designed tent card with your logo to be sure attendees are aware of your generous support and involvement.
- If you are an Associate Member and want some FREE shared table space to display information about your business services at an event email [heather@vtrga.org](mailto:heather@vtrga.org) to be added to a list.

### SENDING FILES

Depending on your service provider you can send as an attachment in an email, send via dropbox or hightail to [heather@vtrga.org](mailto:heather@vtrga.org).