

VDTM FALL FOLIAGE FEATURE SECTION

PRESENTED BY THE VERMONT DEPT. OF TOURISM & MARKETING

THURSDAY, SEPTEMBER 7, 2017



Multi page feature section dedicated to Vermont's fall foliage experience

262,600 Daily Boston Herald readers

166,800 Daily Boston Herald readers traveled within New England and stayed at their destination overnight or longer in the past 12 months.

Quarter page, 4 color ad - \$500

Quarter Page Ad & Digital Video Extension: \$1350*

BONUS: Companion impressions of VDTM Fall Foliage feature story on BostonHerald.com for 30 days

ADDITIONAL BONUS: All co-op ad partners will be mentioned in VDTM Fall Foliage feature story

CONTACT: Jeff Buckman, 617-619-6192
jeffrey.buckman@bostonherald.com

DEADLINE: Thursday, August 31, 2017



Cover Page 2016 VDTM Fall Foliage Section



***DIGITAL VIDEO EXTENSION:** Custom short form video banner dedicated to your hospitality business. Custom Video to be produced by a Boston Herald videographer. Video to run on BostonHerald.com for 10 days. ***Advertiser to keep custom video.**