

WoodstockVT.Com—Community Website

Website Listing and Advertising Information

Reach new customers and grow your business when you advertise through the Woodstock Area Chamber of Commerce. Our advertising channels and platforms can help your business earn valuable website impressions.

1. Website Listings

- a. The Woodstock Community Website welcomes and encourages all to list their business or organization on our website. There is an annual fee for listing on www.woodstockvt.com. The actual fee will be determined by two factors—the type of listing desired and the business/organization type.
- b. There are two listing types—Basic and Enhanced Listing
 - i. With a basic listing, the business or organization is included on the website with one photo and gets one category choice for the location of the listing.
 - ii. For an extra fee of only \$50 per year, the business or organization gets additional features including ability to add up to 6 photos to your listing, two category locations and the ability to include items in the Events section of the website.
- c. For the purpose of establishing listing fees, all businesses and organizations have been categorized into ten distinct types.

Type	Basic Listing Fee	Enhanced Listing Fee
General	\$200	\$250
Agricultural	\$100	\$150
Non-Profit (<\$250K)	\$100	\$150
Non-Profit (>\$250K)	\$200	\$50
Professional	\$200	\$250
Financial	\$500	\$550
Retail	\$250	\$300
Hospitality/Restaurant	\$250	\$300
Small Resort	\$500	\$550
Large Resort	\$1,050	\$1,100

- d. The website listing fee is for a twelve month period, which begins once payment is made.
- e. As a point of clarification, to get a listing on the Community Website a membership in the Woodstock Area Chamber of Commerce is no longer required.

2. Category Fees
 - a. As indicated, the basic listing gets one category location. The enhanced listing gets two category locations.
 - b. Additional category locations can be purchased for \$25 for each extra location desired.
3. Advertising
 - a. Placing ads on www.woodstockvt.com makes excellent sense. The easy navigation of the site, the richness of content, the increased listings and the improved analytics mean that many locals and tourists will be using the Community Website to make decisions as to what to do and where to spend their money. Given this increased traffic, advertising your business or organization will yield good return. Our advertising rates are specifically intended to be affordable so you can benefit from your participation.
 - b. Any business or organization that has a listing on the Community Website is then able to purchase advertising on the website.
 - c. Currently, all advertisements that are purchased will run for a 6-month period.
 - d. There are two categories of advertisements available on www.woodstockvt.com:
 - i. Premium ads—These are the most desirable locations on the website given their positioning.
 1. There are 7 locations for these ads:
 - a. 3 on the website home page
 - b. Things To Do
 - c. Shopping
 - d. Dining
 - e. Lodging
 2. The fee for these premium ads is \$800 for a 6-month advertisement
 - ii. Feature ads—These ads also have important locations that could enable you to be the first business or organization viewed.
 1. These feature ads appear:
 - a. At the top of each business category (25 opportunities)
 - b. Within the ‘Things To Do’ categories and featured activities (15 opportunities)
 2. The fee for these featured ads is \$500 for a 6-month advertisement.
4. Payment for all listings and advertisements are to be made to the Town of Woodstock Community Website. Once full payment is completed the information will be placed on the website.
5. We will provide you with some guidance and technical help with your listing but we will need your help with information, photos and entering the listing onto the site.