

Agriview Subscription Information for Existing Subscribers

If you are an **Existing Vermont Subscriber** – (you have previously paid for an annual subscription to Agriview) your Agriview experience will change very little.

Until the end of 2017 or until your current subscription ends (if your subscription extends beyond 2017)

You Will:

- Continue to receive 12 issues of Agriview each year
- Keep your subscriber number
- Continue to place classified ads as usual
- Have the ability to submit classified ads on-line, which helps to significantly reduce the time and labor costs on our Agriview team.
 - Classified ads can be submitted here:
http://agriculture.vermont.gov/news_media/agriview.

Starting January 1st, 2018 or after your current subscription ends (if your subscription extends beyond 2017)

You Will:

- Receive 12 complementary issues of Agriview each year without having to renew your subscription
- Keep your subscriber number
- **No longer be able to place classified ads for free**
- Have the opportunity to join the Agriview *Classified Club* at the discounted rate of \$20/year available only for existing Agriview subscribers. *Classified Club* membership will enable you to place 12 classified ads in Agriview every year.
 - **See below for a description of the *Classified Club***
- Continue to have the ability to submit classified ads on-line, which helps to significantly reduce the time and labor costs on our Agriview team.
 - Classified ads can be submitted here:
http://agriculture.vermont.gov/news_media/agriview.

If you are an out-of-state subscriber there will be no change to your Agriview experience. Out-of-state subscribers will continue to pay the \$20 annual subscription fee for which you will receive 12 issues of Agriview in the mail each year and the right to place classified ads as usual.

All subscribers will be notified by mail when their subscriptions end and provided with clear next steps.

What is the *Classified Club* and How Does it Work for Existing Subscribers?

Classified ads are an important and highly utilized part of Agriview. Classified ads in Agriview will be viewed by 6,000 Agriview recipients every month, which translates to over 12,000 monthly views by members of our Vermont ag community.

After your paid subscription expires, you will continue to receive your monthly copy of Agriview in the mail at no cost, however, if you would like to place classified ads in Agriview, you will have to join our annual *Classified Club*.

- Existing subscribers may join the *Classified Club* at any time after their paid subscription expires
- The cost of *Classified Club* membership is \$20 per year– a special low price for existing subscribers – for 12 classified ads which may be placed any time before December 31st of that calendar year.
- Payment must be made by check made out to “Agriview” and mailed to:
 - *Agriview Classified Club, 116 State Street Montpelier, VT 05602*
- We strongly prefer classified ads to be submitted online, but if that is not an option, we will accept classified ads (from existing subscribers only) by email or over the phone.
 - Submit classified ads online here: http://agriculture.vermont.gov/news_media/agriview.
- Limit 150 characters per ad.
- *Classified Club* members may submit all 12 ads in one month, or spread them out.
- It is the responsibility of the *Classified Club* member to place all ads within the calendar year. No refunds are available for unplaced ads after December 31st of each year.
- The deadline for classified ads is the first of the month for the following month’s edition (e.g. May 1st is the deadline for classifieds to be printed in the June edition of Agriview).
- Classified space may be limited. Please be sure to submit your ads early to ensure placement in desired edition.
- Ads must be relevant to Vermont agricultural community. The Vermont Agency of Agriculture, Food & Markets retains the right to refuse inappropriate or irrelevant ad content.