NORTHSTAR PUBLISHING

FEATURED BUSINESS SET UP

Over 100 local businesses across the Northeast Kingdom are proud to be **Featured Businesses** in **The North Star Monthly** and **Kingdom Guide**. Leverage our powerful digital and print platforms to put your business in front of thousands of potential customers across the region and beyond. Gain valuable exposure and connect with a highly engaged audience—join our network of thriving local businesses today!



Get Seen Everywhere with DIGITAL+

More than a directory listing—Digital+ keeps your business in print, online, and on social every month.

Digital+ is our fastest-growing option — trusted by Parkway Realty, Century 21 Farm & Forest, Begin Realty, Barrett Insurance, Lyndon Institute, and many others.

- ☑ **Year-round visibility everywhere** — 12 monthly print issues plus online exposure on NorthStarMonthly.com and DiscoverTheNEK.com
- ☑ **Premium placement** — banner ads across articles on desktop and mobile
- ☑ **Social reach** — recurring spotlights to 10,000+ engaged followers
- ☑ **Editorial Spotlights** — Mentions and Links in editorial spotlight on DiscoverTheNEK.com
- ☑ **Added savings** — 10% off all print ads (stackable with other discounts, excluding nonprofit)

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FEATURED BUSINESSES


FEATURED BUSINESSES

STANDARD

Move your business to the top of the list!

Get noticed with a featured business listing on www.northstarmonthly.com and www.discoverthenek.com!

What's Included?

Digital: After initial set up, you can upgrade your digital listing with logo, photos, videos, testimonials, product info, etc. Featured Businesses are randomly displayed on all digital articles.

Print: A print listing in 12 issues of the North Star Monthly, mailed to thousands of subscribers monthly and available at 30+ newsstand locations.

Please fill out the form below:

Business Name:
Year Established (optional):

Business Category
Select **ONE** category that best describes your business:

- ☐ Professional Services (accounting, legal, financial, real estate, etc.)
- ☐ Healthcare & Wellness
- ☐ Home Improvement & Construction
- ☐ Food & Dining
- ☐ Shopping & Retail
- ☐ Auto & Transportation
- ☐ Tourism & Recreation
- ☐ Industrial & Commercial
- ☐ Community Services
- ☐ Specialty Products
- ☐ Other (please specify):

Business Subcategory
Please specify a subcategory:

Contact Information
Street Address:
City/Town State: ZIP
Phone Number
Email (optional):
Website (optional):

Social Media Handles (optional):
Facebook:
Instagram:
Other:

Business Description
Please provide a brief description of your business (25 words maximum). Focus on your primary services or products:

Submission Guidelines
Descriptions are limited to 25 words to maintain consistency across listings. All submissions are subject to editing for formatting and space considerations.

This form and related media can be sent to info@northstarmonthly.com

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DIGITAL BANNERS

Maximize your business's visibility with digital banner ads on **northstarmonthly.com** and **discoverthenek.com**. These high-traffic websites connect you with a targeted audience actively seeking local news, events, and businesses. Digital ads provide continuous exposure, driving traffic to your website and increasing brand awareness. With flexible placement options and a broad regional reach, banner ads are an effective way to engage potential customers and grow your business.

Please fill out the form below:



Our banners ads come in two sizes, please select one from below:

☐

SIDEBAR/IN-STORY



300x250 pixels
72 DPI

☐

LEADERBOARD



728x90 pixels
72 DPI

☐ **Please Build My Banner Ad**
Our graphic design services are included in our pricing. We'd be happy to create a custom banner. Proofs will be provided before publication. Please describe what you'd like below and provide any needed graphics, logos, etc. to marcy@northstarpublishingvt.com.

☐ **I'll Deliver My Own Banner Ad**
If you already have a suitable banner ad or you'd like to create your own, great! Just email to marcy@northstarpublishingvt.com

NORTHSTAR PUBLISHING

Example Post

The North Star Monthly
Published by SocialBee · Just Now ·

☀️ **Featured Business: The Barrett Agency** ☀️

Agency owners, Michael & Jennifer Barrett, are proud to be a family owned and operated business! Even more, they are a second-generation husband and wife ownership team! Their motto is, "Let our family help protect your family." When you call, an agent will answer the phone! The small staff of 4, are all Licensed Agents in Vermont & New Hampshire.
"Know that as a client of our office, you are an extension of our family, not just a client. We take great pride in being able to properly address your insurance needs."

Learn more at https://www.thebarrettagency.com/home.html?utm_source=-custom-by-source-0- and see how they can help you find home, auto, business, flood, workers compensation, and more!

#FeaturedBusiness #BarrettAgency #Insurance #CommunityFocused #NorthStarMonthly

Interested in becoming a Featured Business? Visit https://www.northstarmonthly.com/advertise?utm_source=-custom-by-source-1- for details!



WWW.THEBARRETTAGENCY.COM
Barrett Insurance Agency | St. Johnsbury, VT
A family owned and operated Insurance Agency serving Vermont and New...

Like Comment Share

Example Post

Kingdom Guide
Published by SocialBee · Just Now ·

☀️ **Featured Business: Begin Realty** ☀️

With over 35 years of experience, Begin Realty has deep roots in the Northeast Kingdom, offering trusted guidance for buyers and sellers alike. Rosemary Gingue and her team bring unmatched local expertise and personalized service to every client!

Learn more at http://beginrealty.com and see how they can help you find your perfect place in the #NortheastKingdom.

#FeaturedBusiness #BeginRealty #RealEstate #CommunityFocused #KingdomGuide

Are you interested in becoming a Featured Business? Visit http://www.northstarmonthly.com/advertise?utm_source=facebook for details!



BEGINREALTY.COM
Northeast Kingdom Real Estate, Vermont VT Realtors - Begin Realty

Like Comment Share

Featured Business: Digital+

SOCIAL SPOTLIGHT

Northstar Publishing's Featured Business Social Spotlight boosts visibility for local businesses by sharing custom posts across various platforms. This added exposure helps businesses reach a broader audience, attract new customers, and strengthen community connections, while engaging both local and regional followers to maximize impact.

More personal. Less promotional.

We invite local businesses to submit their own spotlight post. This is a great way to showcase your business and share your story.

Highlight what makes your business unique, share your passion, and connect with readers. Please note that Northstar Publishing reserves the right to edit submissions for length, clarity, and tone to ensure a consistent and engaging experience for our audience.

Proofs will be provided before posting.

- ★ **Tips** to make your spotlight feel personal and authentic, without being overly promotional:
- ★ **Share Your Story:** Talk about why you started your business, your passion, or a unique moment in your journey. This makes your post relatable and human.
- ★ **Highlight Real People:** Feature employees, customers, or partners. Sharing photos and stories of the people behind the business helps build connections.
- ★ **Show Behind-the-Scenes:** Offer a glimpse into your daily operations or the process behind a product or service. This adds transparency and builds trust.
- ★ **Use a Conversational Tone:** Write as if you're speaking directly to your audience. Avoid sounding too formal or sales-driven.

Feeling stuck or overwhelmed? No problem, we're here to help! Just give us a few topics or ideas, and we'll handle the rest. Let us craft it for you!

10k FOLLOWERS

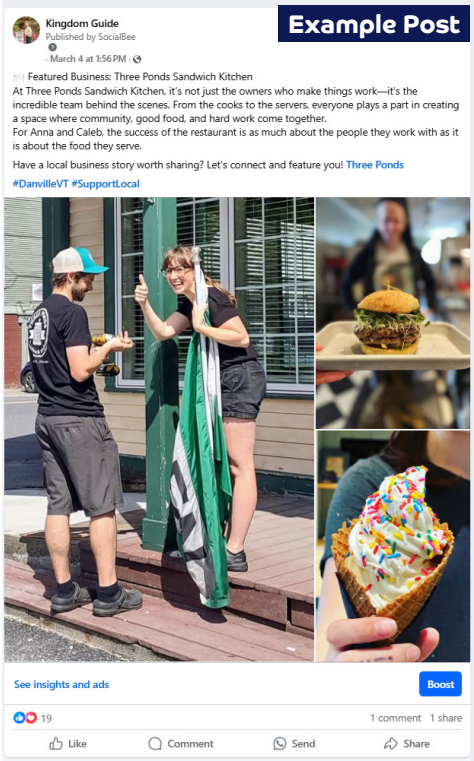
#NORTHEASTKINGDOM

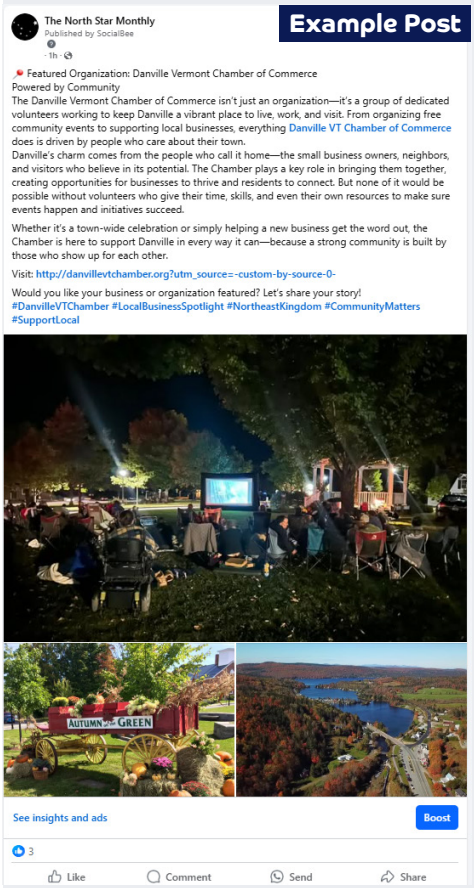
facebook.com/kingdomguide
instagram.com/northstarpublishing/
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Featured Business: Digital+

SOCIAL SPOTLIGHT





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Your Story and Passion
Why are you passionate about what you do?
Are there any challenges or triumphs you'd like to share about starting or running your business?

People Behind the Business
Who are the key people in your business (e.g., employees, partners)?
Do you have a story or quote from a team member or customer that stands out?

Behind the Scenes
What's a little-known fact about your business, product, or process that might surprise people?

Photos and Media
Do you have any photos you'd like us to feature? These could include: Your team in action or a behind-the-scenes snapshot.

This form and related media can be sent to info@northstarmonthly.com