



Media Kit 2009

REACHING THE PEOPLE YOU NEED TO REACH



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THE MARTHA'S VINEYARD TIMES

is committed to quality and integrity in writing and reporting, leadership in the Vineyard community, and service to customers and readers. Published every week since 1984, The Times has become the Island's primary news and advertising medium.

We deliver

The print and online editions of The Times deliver news, advertising, and information to more Island residents and business owners than any media competition. More than 18,000 households get the print edition each week during the busy season, and approximately 15,000 receive it in the off-season. The paper is also circulated by mail subscription to Islanders and summer residents at their off-Island addresses. It is sold at newsstands Island-wide. Copies are distributed free to guests at Vineyard inns and hotels. Each week on mvtimes.com up to 80,000 visitors access the weekly paper and other features of the web site.

To Advertise, Call 508-693-6100

The Martha's Vineyard Times, P.O. Box 518, Vineyard Haven, MA 02568-0518
 Tel 508-693-6100 • mvtimes.com • Fax 508-693-6000



Media Kit 2009

CLASSIFIED ADVERTISING

Classified Liners:

FIRST INSERTION:

Up to 15 words, \$16 · 16–30 words, \$21 · 31–45 words, \$26 · Over 45 words, \$.60 per word

ADDITIONAL INSERTIONS:

Up to 15 words, \$14 · 16–30 words, \$19 · 31–45 words, \$24 · Over 45 words, \$.55 per word

SPECIAL AUTO/BOAT/MOTORCYCLE RATE

Up to 30 words, 8 weeks, \$64 (photo included at no additional charge, additional photos are \$4/each).

Classified Display:

\$28 per column inch

Deadline: Tuesdays, 12 noon.

Contact Linda Wood at 508-693-6110 or e-mail: class@mvtimes.com

LEGAL ADVERTISING

\$.45 per word

Contact Linda Wood at 508-693-6110 or e-mail: class@mvtimes.com

DIRECTORY ADVERTISING

BUSINESS DIRECTORY HEALTH & FITNESS DIRECTORY WEDDING DIRECTORY

3 Sizes Available:

- 1" at \$25/week
- 2" at \$40/week
- 3" at \$60/week

Ads run for a minimum of 12 weeks

Ads run until further notice, must call to cancel

**Every 16 weeks, your ad qualifies for
a FREE spotlight. Call for details.**

Deadline: Monday, 10 am

1.917" wide by 1" tall

\$25

1.917" wide by 2" tall

\$40

1.917" wide by 3" tall

\$60

Contact Danielle Zerbonne or Carrie Blair Waltersdorf (danielle@mvtimes.com or carrie@mvtimes.com)

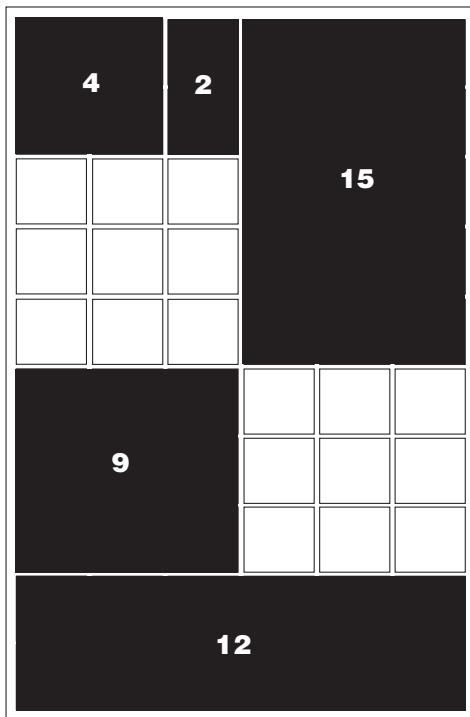
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REAL ESTATE MARKETPLACE - PRINT ADVERTISING

60 MODULES TO A PAGE



Your ad can be any combination of modules.
*Certain restrictions apply.

Real Estate Liners:

FIRST INSERTION: Up to 15 words, \$16 · 16–30 words, \$21 · 31–45 words, \$26
Over 45 words, \$.60 per word

ADDITIONAL INSERTIONS: Up to 15 words, \$14 · 16–30 words, \$19
31–45 words, \$24 · Over 45 words, \$.55 per word

UNLIMITED LINERS: \$5,720 (\$110 per week) Must commit in writing.

Customers committing to volume contracts will receive the same discount on the Unlimited Liners contract.

Deadline: Fridays at 5 pm

Contact Linda Wood at 508-693-6110 or e-mail: class@mvtimes.com

Real Estate Modular Display:

1 module: \$50 • 2–15 modules: \$35/module

16–60 modules: \$30/module

Color: add 30%

See page 11 for ad dimensions

Prepay discount: 10%

Scans: Flat rate; one-time charge of \$10 per scan

Deadline: Fridays at 5pm

(If you miss a deadline, we will gladly try to accommodate you.)

Contact Chris Roberts at 508-693-6100 ext. 32

REAL ESTATE MARKETPLACE - WEB ADVERTISING

If you're in the real estate market **Or** you're in the market for real estate,

mvtimes.com/real-estate

Extensive Listings + Fresh/Refreshed Data + Reviews of the Real Estate market On-Island + The place to look for Real Estate on M. V.



**Contact Chris Roberts
for rates and more information**

chris.roberts@mvtimes.com

Package rates available
for print and web advertising.

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Media Kit 2009

DISPLAY ADVERTISING (ROP-RUN OF PAPER)

YOUR MESSAGE, WITH IMPACT!

The Times employs a modular system for display advertising. Each printed page comprises 60 modules. Combine modules, as you choose, to build your message economically and with impact.

1 module: \$60 • 2–15 modules: \$45/module
16–60 modules: \$40/module
1/2 Page: \$1,140 • Full Page: \$2,100
Volume Discounts based on the 2009 calendar year:

100–199 modules: 5% • 200–599 modules: 10%
 600–999 modules: 15% • 1,000+ modules: 20%
 (Must commit in writing to receive volume discounts)

Combine modules from ROP advertising, Vineyard Visitor, and special publications to reach volume discounts.

Color: add 30%

Placement Charge: add 15%

Scans: one-time charge of \$10 per scan

Prepay discount: 10% (including credit cards)

Non-profit Special: Receive 10% Off on monthly statements (must provide tax id #)

For political advertising: information and rates, please visit www.mvtimes.com/advertising/political.php

Times graphic artists will design ads for our print and online customers. There is usually no charge beyond the space rate for these services, although modest fees may be added for photographs taken by Times photographers for advertisers. Prices quoted to advertising customers or their agents by Times sales representatives include all charges, net of all applicable Times discounts.

See page 11 for ad dimensions

Deadline: Mondays, 12 noon

(If you miss a deadline, we will gladly try to accommodate you.)

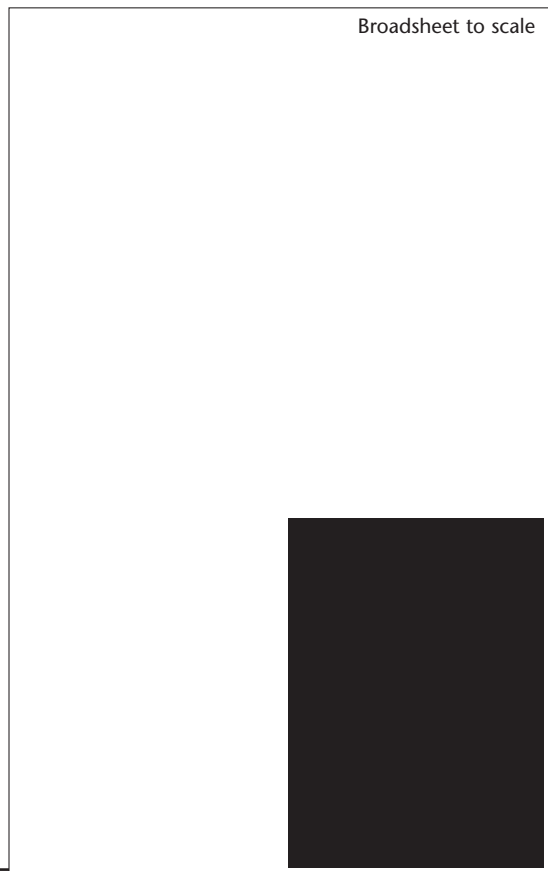
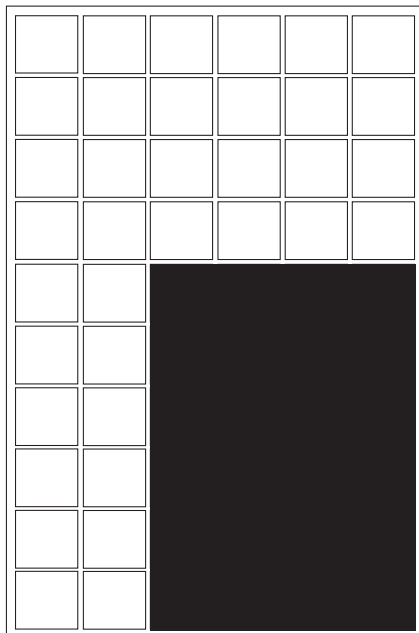
Advertising Sales Representatives:

Carrie Blair Waltersdorf: carrie@mvtimes.com

Danielle Zerbonne: danielle@mvtimes.com

Chris Roberts: chris.roberts@mvtimes.com

60 MODULES TO A PAGE



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REACHING THE PEOPLE YOU NEED TO REACH

They're on the ferries!

Be a part of the most popular vacationers' publication available on Martha's Vineyard.

They're flying off the shelves!

25,000 copies were distributed for the 7/30/07 issue alone.

**THIS YEAR
ALL COLOR IS FREE**

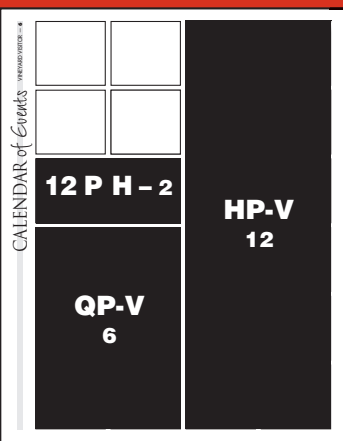
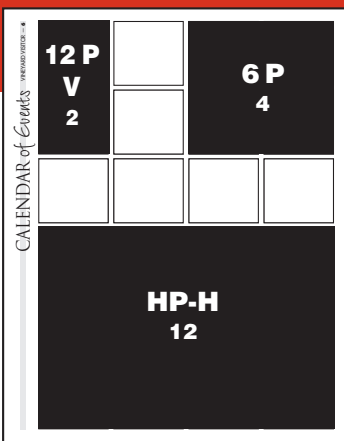
CALENDAR OF EVENTS · DINING · INNS · ISLAND MAPS · BUS ROUTES · BEACHES & TRAILS · ENTERTAINMENT

May 7 • June 25 • July 30 • August 27 • November 26 • Winter 2010

Buy 4, get 2 free is based on the in-season issues (5/7, 6/25, 7/30, & 8/27) and includes 2 issues for FREE (11/26/08 and Winter 2010 *date to be announced*) which guarantees year-round circulation on the ferries.

1/12 page:	BUY 4, GET 2 FREE: \$1,000/year	1 issue = \$400	2 issues = \$600	3 issues = \$875
1/6 page:	BUY 4, GET 2 FREE: \$2,000/year	1 issue = \$600	2 issues = \$1,100	3 issues = \$1,575
1/4 page:	BUY 4, GET 2 FREE: \$3,000/year	1 issue = \$1,000	2 issues = \$1,800	3 issues = \$2,400
1/2 page:	BUY 4, GET 2 FREE: \$4,000/year	1 issue = \$1,300	2 issues = \$2,400	3 issues = \$3,300
Full page:	BUY 4, GET 2 FREE: \$5,000/year	1 issue = \$1,600	2 issues = \$2,800	3 issues = \$3,900

Prepay discount = 10%, including credit cards



BEST DEAL! Sign up by April 11 for this all inclusive 6-issue VV package rate

Vineyard Visitor Ad Sizes

- Twelfth Page-Vertical—12 P-V – 1.615"W x 3.063"H
- Twelfth Page-Horizontal—12 P-H – 3.337"W x 1.488"H
- Sixth Page—6 P – 3.337"W x 3.063"H
- Quarter Page-Vertical—QP-V – 3.337"W x 4.639"H
- Half Page-Horizontal—HP-H – 6.784"W x 4.639"H
- Half Page-Vertical—HP-V – 3.337"W x 9.367"H
- Full Page—FP – 6.784"W x 9.367"H

Full Page – 24 Modules 2-Page Spread ad (*across gutter*)—DBL-P –14.319"W x 9.367"H

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SPECIAL PUBLICATION ADVERTISING



Art

Publication Dates: July 2 • August 6

This Year - Heavier Paper - Improved Color

Call for more information and rates

Home and Garden:

Publication Dates: April 16 • July 16 • October 8

1/8 page = \$350/issue • 1/4 page = \$500/issue • 1/2 page = \$850/issue • Full page = \$1,400/issue



The Island-wide Menu Guide

Feature your menu year-round in our comprehensive menu guide!

Publication Dates: June 4 • August 13

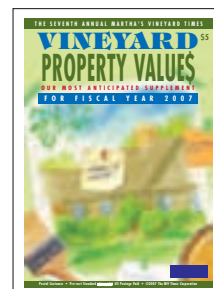
1/2 page = \$800/year • Full page = \$1,500/year

Vineyard Property Values (Tax Guide)

Our most anticipated supplement!

Coming this Fall - date to be determined

1/8 page = \$250/issue • 1/4 page = \$375/issue • 1/2 page = \$700/issue • Full page = \$1,200/issue



Other Special Publications:

55 Plus Times: Published on the last Thursday of every month

The Class of 2009: June 18 • **Agricultural Fair:** August 20

Holiday Giving: November 25 • **Island Holidays:** December 10

1/8 page = \$250/issue • 1/4 page = \$375/issue • 1/2 page = \$700/issue • Full page = \$1,200/issue

Ask about our Holiday Advertising Package – it's a great deal!

See page 11 for ad dimensions

All listed rates are black and white • color = add 30% • prepay discount = 10%

Inquire about Special Sections – Buesiness, Meet Your Merchant, Health and Fitness, Go Vineyard, Derby, Last Night, First Day; Tivoli Day; Christmas in Edgartown.

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REACHING THE PEOPLE YOU NEED TO REACH

CONNECT WITH YOUR COMMUNITY

You work hard to bring the best services and events to the most people, and The Times works hard to get your message out to all Islanders and visitors - in print through our certified circulation of 15-18,000 postal customers (by far the largest on the Island) and on the web, to our more than 1 million visitors to mvtimes.com. We also provide discounts and outstanding staff support to help community nonprofit organizations meet their goals. And now, The Times has developed two new and exciting ways for you to tell your organization's story.



Community Works is a special Times supplement to be published twice this year on June 25 and July 30. Community Works will publicize Island nonprofits, and will include 1/2 and full-page spaces for community organizations to get their stories, their accomplishments and their summer event schedules in front of both year-round and visitor constituencies. The prices for nonprofit organizations are very reasonable, to encourage everyone to participate. And, by joining with TicketsMV.com and its unique season-long calendar and interactive event ticket feature, Community Works will incorporate your events, in print and on mvtimes.com, to reach the broadest possible audience.

	Half Page	Full Page
Advertising Rates	\$1,000	\$1,500
Nonprofit Organizations	\$500	\$800

To advertise, call Carrie or Danielle at 508-693-6100

See page 11 for ad dimensions

Community Reports The Times has developed another distinctive opportunity for Island nonprofits for a more differentiating and much more expansive communication. These 4+ page Community Reports supplements will be unique to your organization and their impact will be assured, because their audience – The Times' full circulation – is guaranteed. In addition to giving community organizations a very big canvas and total community reach, to year-rounders and seasonal visitors, the Times will share its economies of scale to make this innovative means of communicating cost-effective as well. Please call to discuss pricing and the best options for your organization.

**Call Carrie or Danielle to talk about this opportunity.
 508-693-6100 ext. 23, Danielle at ext. 35**



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Media Kit 2009

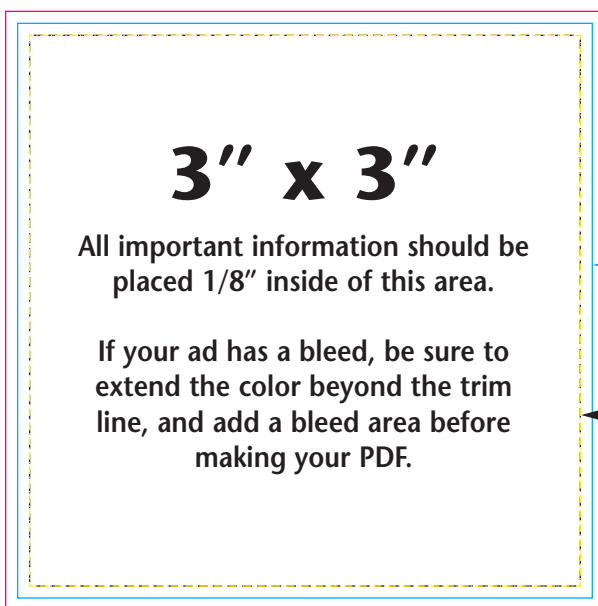
FRONT PAGE TabOn® Ads ADVERTISING



Gain great visibility with our Front Page TabOn® ads

REQUIREMENTS:

1. Place your request with your MV Times account representative 4 weeks in advance.
 2. The Martha's Vineyard Times can either create your ad and send it to the printer or you can have an agency create your ad, and either send it to us or directly to the printer. (If you or your advertising agency are managing the printing, TabOn® ads must be delivered to the address listed in #4 below. These must arrive on the Monday prior to the issue you want to be in.
 3. E-mail your ad to your ad representative: carrie@mvtimes.com, chris.roberts@mvtimes.com or danielle@mvtimes.com
 4. All TabOn® Ads must be delivered to Community Newspaper Company on the Monday prior to the insertion date. (Insertion date is the Wednesday before the publication date) **Community Newspaper Company, 475 Washington Street, Auburn, MA 01501**
Attn: Chuck DeLeo. Receiving hours: Monday–Friday, 8 am to 4 pm, 508-626-4486
- Call your ad representative for pricing and more information.**



Bleed area - Pink Line
Extend all bleeds to this line (Bleeds are if the color runs off the edge of the stickie)

Trim Area - Blue Line
This is the finished size of the ad. All stickies will be trimmed to this size.

Trim Area - Yellow/Black dotted Line
This is the finished size of the ad. All stickies will be trimmed to this size.

Templates can be downloaded online at mvtimes.com

To Advertise, Call 508-693-6100

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Tel 508-693-6100 • mvtimes.com • Fax 508-693-6000



Media Kit 2009

PRE-PRINTED INSERTS

REQUIREMENTS:

Inserts must be shipped in increments of 1,000.

Please note: The Times does not print the inserts, the advertisers must supply the printed items.

Max: 8-1/2" x 11" ~ Min: 5.5" x 8"

Single-sheet folded inserts must be machine-folded (letter style) with a tight crease. Inserts should not be perforated. Stock should be 50# or greater. Multi-fold pieces must have a common spine or fold.

No attachments on insert, and inserts must have a straight edge.

PRICING (does not include the cost of printing)

- \$85 per 1,000 up to 1 ounce
 - \$95 per 1,000 1.01 to 1.5 ounces
 - \$105 per 1,000 1.51 to 2 ounces
- (Call for pricing for inserts over 2 ounces.)

INSTRUCTIONS:

1. Place your insert request with your MV Times account representative.
2. Deliver ten (10) copies of your inserts by 3:30 pm, Friday prior to publication date to:
The Martha's Vineyard Times, 30 Beach Rd., P.O. Box 518, Vineyard Haven, MA 02568
3. Clearly label insert boxes "For Distribution in The Martha's Vineyard Times." Include your company name, the name of insert, the quantity of boxes and inserts, and insertion date.
4. All inserts must be delivered to The Martha's Vineyard Times office 8 days prior to insertion date or to Community Newspaper Company 6 days prior to insertion date. (Insertion date is the Wednesday before the publication date)
The Martha's Vineyard Times, 30 Beach Rd., P.O. Box 518, Vineyard Haven, MA 02568
or: Community Newspaper Company, 475 Washington Street, Auburn, MA 01501
 Attn: Chuck DeLeo. Receiving hours: Monday-Friday, 8 am to 4 pm, 508-626-4486



CIRCULATION

8-Jan	13,000	9-April	14,000	9-July	18,000	8-Oct	16,000
15-Jan	13,000	16-April	14,000	16-July	18,000	15-Oct	16,000
22-Jan	13,000	23-April	14,000	23-July	18,000	22-Oct	15,000
29-Jan	13,000	30-April	14,000	30-July	18,000	29-Oct	15,000
5-Feb	13,000	7-May	14,000	6-Aug	18,000	5-Nov	14,000
12-Feb	13,000	14-May	15,000	13-Aug	18,000	12-Nov	14,000
19-Feb	13,000	21-May	16,000	20-Aug	18,000	19-Nov	14,000
26-Feb	13,000	28-May	16,000	27-Aug	18,000	26-Nov	14,000
5-Mar	13,000	4-June	16,000	3-Sep	18,000	3-Dec	14,000
12-Mar	13,000	11-June	16,000	10-Sep	17,000	10-Dec	14,000
19-Mar	13,000	18-June	17,000	17-Sep	17,000	17-Dec	14,000
26-Mar	14,000	25-June	17,000	24-Sep	16,000	24-Dec	14,000
2-April	14,000	2-July	18,000	1-Oct	16,000	31-Dec	14,000

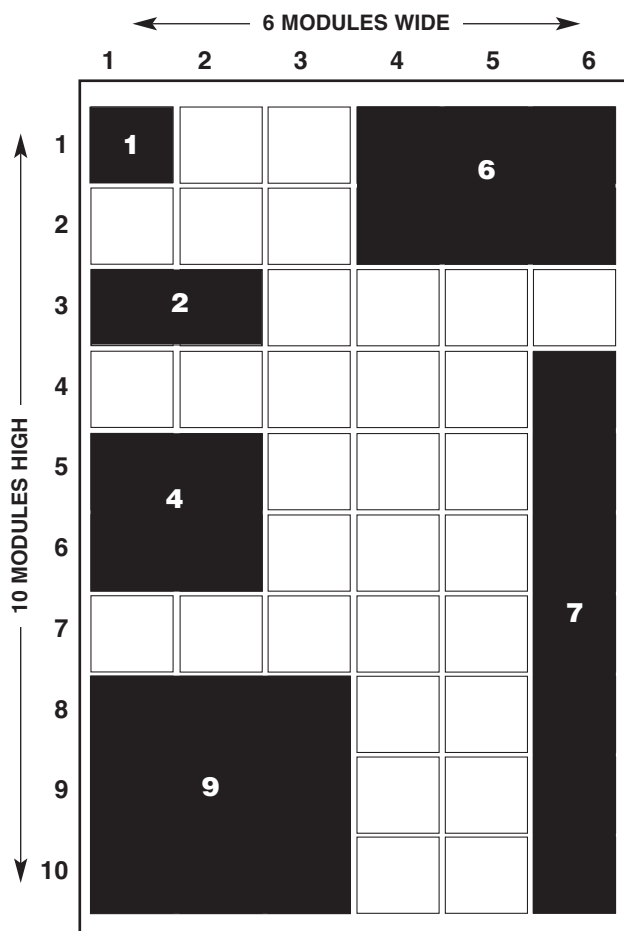
Call for breakdown by town.

To Advertise, Call 508-693-6100

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ROP-RUN OF PAPER MODULAR AD DIMENSIONS



Above are sample sizes. Your ad can be any combination of modules. *Certain restrictions apply.

YOUR MESSAGE, WITH IMPACT!

The Times employs a modular system for display advertising. Each printed page is built of 60 modules.

*Combine modules, as you choose, to build your message economically and with impact.

Modules Wide

- 1 module – 1.615"
- 2 modules – 3.337"
- 3 modules – 5.061"
- 4 modules – 6.784"
- 5 modules – 8.507"
- 6 modules – 10.225"

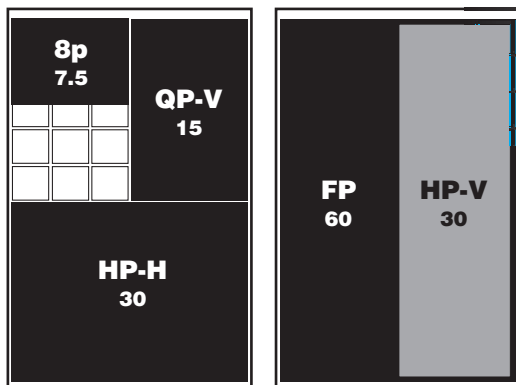
12 modules* – 21.2"

*(2 Full Pages across center gutter)

Modules High

- 1 module – 1.488"
- 2 modules – 3.063"
- 3 modules – 4.639"
- 4 modules – 6.215"
- 5 modules – 7.791"
- 6 modules – 9.367"
- 7 modules – 10.94"
- 8 modules – 12.52"
- 9 modules – 14.095"
- 10 modules – 15.67"

SPECIAL PUBLICATIONS MODULAR AD DIMENSIONS



Ad templates in multiple sizes may be downloaded at www.mvtimes.com, just click on the Advertising tab. Choose from Quark, InDesign, Illustrator or PhotoShop templates.

Supplement Ad Sizes

- Eighth Page—8P – 5.061"W x 3.845"H
- Quarter Page-Horizontal—QP-H – 10.225"W x 3.845"H
- Quarter Page-Vertical—QP-V – 5.061"W x 7.791"H
- Half Page-Horizontal—HP-H – 10.225"W x 7.791"H
- Half Page-Vertical—HP-V – 5.061"W x 15.67"H
- Full Page—FP – 10.225"W x 15.67"H

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AD SPECIFICATIONS

1 – YOU PROVIDE THE AD DIGITALLY

**SUBMIT BY MAIL, E-MAIL, OR AT OUR BEACH ROAD,
VINEYARD HAVEN LOCATION ON CD OR ZIP DISK.**

What to include – A printed proof, faxed proof or PDF of the ad, contact name, phone number, and e-mail of the person who created it.

Preferred formats – PDF, JPEG, TIFF, EPS. Please read the information referencing your software. We accept complete ad files created in Quark, InDesign, Illustrator, or PhotoShop.

PDFs created in Illustrator To create the PDF

- Turn all fonts to outlines prior to saving the ad as a PDF.
- File – save as (*name your file*) – select Adobe PDF from the Format drop down list.
- In the Adobe PDF Options window, select Custom from the Preset drop down list.
- Select Acrobat 4 (PDF 1.3) from the Format drop down list.
- Check the boxes 'Preserve Illustrator editing capabilities' and 'Embed page thumbnails.' Save as PDF.

PDFs created in InDesign OR sending Packaged files

To create the PDF

- Turn all fonts to outlines prior to saving the ad as a PDF.
- Type – Create Outlines.
- File – Export OR File – PDF Export Presets [Print].
- Select Custom from the Preset drop down list.
- Select Acrobat 4 (PDF 1.3) from the Compatibility drop down menu.
- Select None from the standard drop down menu. Continue.
- In the compression window...
 - Under color images and Under grayscale images
 - Select Bicubic downsampling to 170, select Automatic in the Compression drop down list, select Maximum in the Image Quality drop down list.
 - Under Monochrome images
 - Select Bicubic downsampling to 600 ppi, select CCITT Group 4 in the Compression drop down list (this is the default), check the box beside Compress Text and Line Art, and also beside Crop Image data to Frames.
- We recommend that you Save Preset as MVT, before clicking Export. This will enable you to quick-select this preset from File – PDF Export Presets – MVT for future ads you might create for The Martha's Vineyard Times; you can click Export immediately after step 3 listed above.

To Package your files for an external source

(this collects the document, graphics, and fonts)

- File – Package (or Preflight) brings up a 'Printing Instructions' window. You can fill this out but it is not mandatory. Continue.
- 'Create Package' folder window appears. Name your folder. Check the boxes 'Copy Fonts (Roman Only)', 'Copy Linked Graphics', 'Update Graphic Links in Package', & 'Use Document Hyphenation Exceptions only.'
- Stuff, zip, or compress the files before e-mailing.

PDFs created in Quark To create the PDF

- Use Acrobat Distiller to create your PDF. Specs are similar to those mentioned in the InDesign specs. Detailed specs can be found in the Step-By-Step guide.
- Embed all fonts. There is no option to turn fonts to outlines in Quark.

Collecting the ad for output

- File – collect for output, in this window, make sure that all the following check boxes are checked: Document, Linked Pictures, Embedded Pictures, Color Profiles, Screen Fonts, Printer Fonts, (*these options available in Quark 5 and later*).
- Stuff, zip, or compress the files before e-mailing.

Ads Created in PhotoShop

- If providing layered files, also send us the fonts used in the ad. In case an error is found in the proofing process, we can correct it in-house.
- If sending a flattened file, there is no need to provide the fonts.
- PhotoShop ads with text must be a minimum resolution of 300dpi.

Ads Created in Microsoft Word (Not recommended)

- We try to match fonts as closely as possible to those submitted. Since fonts differ on PCs and MACs, substitutions are often necessary.
- Supply images, if any, to accompany the Word document.

IMPORTANT THINGS TO REMEMBER

- When creating an ad, please make the document size the same size as the ad itself, per MV Times ad sizes (i.e. if the ad is 1.917 x 2", then the document size should also be this size).
- Pictures should be 150 dpi.
- Line art (scans of logos etc.) should be 600 dpi.
- Color ads should be submitted in CMYK. (*Don't use RGB or indexed colors.*)
- If placing a black & white ad, make sure all ad components are in grayscale prior to making the PDF. (*No parts of the ad should have any color elements whatsoever.*)
- Size all photos close to the size(s) being used in the ad.
- EPS files in PDFs can be problematic. Make sure that fonts in EPSs are turned to outlines before saving the final file as a PDF.
- Save PDFs as Acrobat 4 (PDF 1.3)
- Always check a PDF for accuracy before submitting it.
- Web images are 72 dpi (*low resolution*), and will not reproduce as good quality images. We require 150 dpi. (*A web image will only reproduce reasonably well IF it is twice the size of the final intended printed image.*)
- All ads go through a proofing process; and we may make changes to adhere to our house style.
- We reserve the right to substitute fonts when necessary.

2 – YOU PROVIDE THE AD CAMERA READY

WE SCAN YOUR AD – When you provide us with a camera-ready ad we will use our high-resolution scanners to convert the ad to digital form.

FOR BEST RESULTS – Be sure the ad is the right size, the print is of high quality (*laser*), and the ad is all line art. Grayscale and color ads can be scanned but quality will seldom equal or exceed that of the original. Avoid small serif fonts and tight registration. Avoid dropout type except with black backgrounds, and make sure the dropout text is bold. Remember, we print on newsprint.

3 – WE MAKE YOUR AD

FREE AD CREATION – We will create your ad at no charge. Just provide the copy and we do the rest.

SCANNING IMAGES – We will scan art or photographs you provide for \$10 per scan. The best results come from quality photos, negatives, slides, or black-and-white line art.

Note to advertisers:

If you like, The Times will design and create your advertisement. Working from your ideas, Times designers can add the fonts, graphic elements, borders, shading, images, and color necessary to make your message stand out. Except in unusual cases, there is no charge for this extra work, although modest fees may be added for photographs taken by Times photographers for advertisers. Each advertisement will be designed to be unique. Our designers do not copy for one advertiser the design elements, fonts, or styles employed by other advertisers, and we do not discuss the advertising plans of our advertisers with other customers or the public.

GETTING YOUR AD TO THE TIMES

E-MAIL – carrie@mvtimes.com, danielle@mvtimes.com, or chris.roberts@mvtimes.com

FAX – 508-693-6000

24-HOUR DROP-OFF (mailbox at side of building)

To Advertise, Call 508-693-6100

The Martha's Vineyard Times, P.O. Box 518, Vineyard Haven, MA 02568-0518
Tel 508-693-6100 • mvtimes.com • Fax 508-693-6000