

# The Martha's Vineyard Times

## 2012 MEDIA KIT

### IN PRINT

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.

Circulation: 13,000-18,000/week  
*Delivered Thursdays to every Island Resident*



### ONLINE

[mvtimes.com](http://mvtimes.com)

Over 2.2 million annual visits and over 770K unique visitors and growing!

+20% Traffic increase for 3 years running!



Tel, 508-693-6100 Fax, 508-693-6000 [www.mvtimes.com](http://www.mvtimes.com)  
30 Beach Road, P.O. Box 518, Vineyard Haven, MA 02568

# ROP 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 to build your message economically and with impact.

1 module: \$70

2–15 modules: \$53/module

16–59 modules: \$47/module

1/2 Page: \$1,200

Full Page: \$2,100

### Volume Discounts based on the 2012 calendar year:

- 100–199 modules: 5%
- 200–399 modules: 10%
- 400–599 modules: 15%
- 600–999 modules: 20%
- 1,000+ modules: 25%

(Must commit in writing to receive volume discounts)

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

**Color:** add 30%

**Placement Charge:** add 15%–30% depending on placement

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

**Prepay discount:** 10% (check, cash, or credit cards)

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

**Political advertising:** For information and rates, please visit [www.mvtimes.com/advertising/political.php](http://www.mvtimes.com/advertising/political.php)

**Deadline:** Mondays, 12 noon

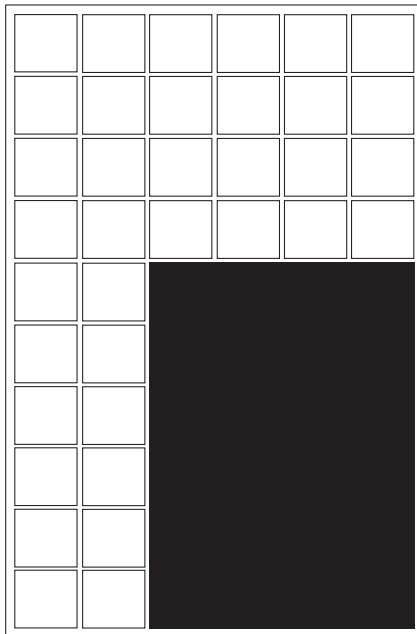
(If you miss a deadline, we will gladly try to accommodate you.)

**Advertising Sales Representatives:**

Carrie Blair Waltersdorf and Danielle Zerbonne

Broadsheet to scale

EACH SQUARE IS A MODULE



60 MODULES TO A PAGE

MVT to scale

Your same-size ad has about 30% more impact in The Times!



# ROP DISPLAY AD SIZES

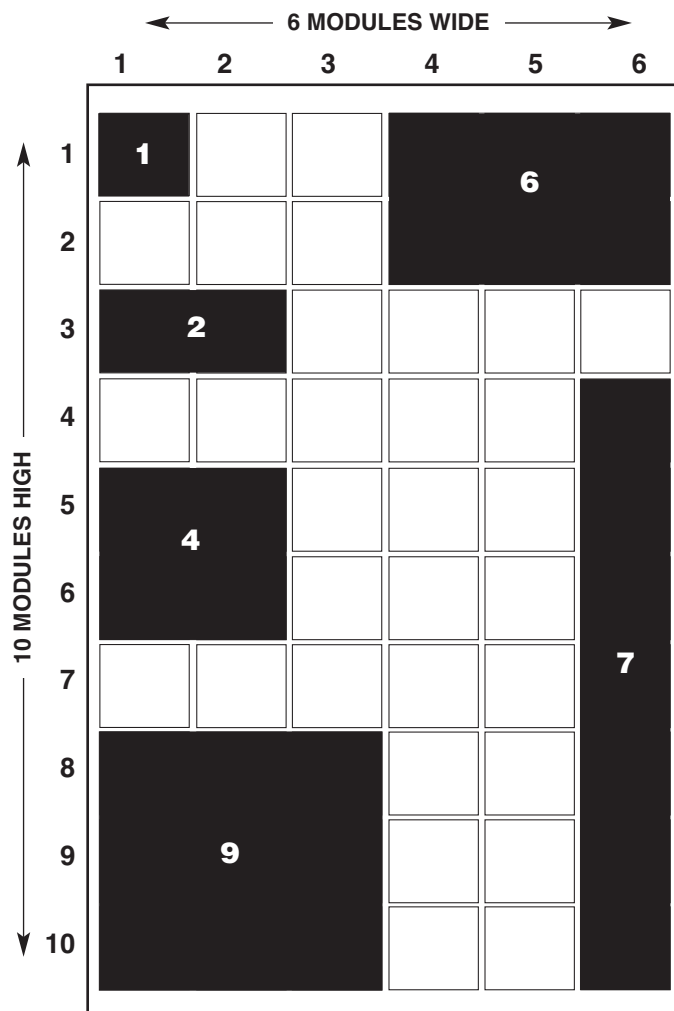
## Advertising Sales Representatives:

Carrie Blair Waltersdorf and Danielle Zerbonne

The Times employs a modular system for display advertising.

**60 modules make up a Full Page**

Choose from 1 to 60 modules to build your ad



### 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"

### 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"

# mvtimes.com

**+2.2 Million Annual Visitors • +770K Unique Visitors • & GROWING!**



**The Badge**  
 (300 x 75 pixels)  
**\$200-\$250 wk**  
**\$540-\$660 month**

**Business Directories**  
 (up to 3 categories)  
**\$420 YEAR**

**Hot Zone Poster/TOP**  
**Slots 1 & 2**  
 (300 x 250 pixels)  
**\$360-\$480 month**

**Hot Zone Poster/Lower**  
**Slots 3, 4, 5, 6**  
 (300 x 250 pixels)  
**\$240-\$360 month**

**ADDITIONAL POSTER AD ZONES:**

- A&E/Things To Do
- Real Estate/Home & Garden
- Visit

(all slots, 300 x 250 pixels)  
**\$180-\$300 month**  
*(only \$50 month if running another banner ad of greater or equal value!)*



**Did You Know...**

- mvtimes.com tracks incoming & outgoing traffic via Google Analytics, an INDEPENDENT source.
- mvtimes.com provides your Google Analytics click-through statistics upon request!

## 2012 WEB ADVERTISING

### Did You Know....

mvtimes.com is the Island's most up-to-date and complete community news site, annually receiving +2.2 million visits, +770K unique visitors, and has been growing at a +20% clip for 3 years in a row!

*Banner ads rotate in specified ad zones, targeting potential customers by areas of interest*

Ad Zones	Zone Description / Selection of Web Pages
<b>Hot Zone:</b>	Our largest readership, includes the homepage, daily news, community editorial, classifieds & webcams which many of our readers make their homepage!
<b>Arts &amp; Entertainment / Things To Do Zone:</b>	Reach Islanders and Visitors who are interested in Arts & Entertainment, as well as those searching for events and activities in our new Calendar!
<b>Real Estate / Home &amp; Garden Zone:</b>	Reach potential buyers and those interested in affinity businesses such as mortgage companies, landscapers, builders, interior designers and more!
<b>Visit:</b>	Reach seasonal and first-time visitors looking for rentals, information & more!

## 2012 WEB BANNER GRID

WEB BANNER ads	AD ZONE	AD CAP	AD SIZE	AD COST - ANNUAL		AD COST - MONTHLY	
<b>NAME OF BANNER AD...</b>	Selection of web pages your ad will rotate on...	maximum # of ads in rotation	width pixels    height pixels	<b>ANNUAL BUY (Discount 25% Off)</b>	<b>ANNUAL BUY (monthly cost)</b>	<b>OFF SEASON Jan-May, Oct-Dec Monthly Cost</b>	<b>IN SEASON June, July, Aug, Sept Monthly Cost</b>
<b>BADGE</b>	ROS (Run of Site)	6	300    75	<b>\$5,220</b>	<b>\$435</b>	<b>\$540</b>	<b>\$660</b>
<b>POSTER - Top Rotation</b>	Hot Zone: Slots 1 & 2 Homepage, News, Classifieds	12	300    250	<b>\$3,600</b>	<b>\$300</b>	<b>\$360</b>	<b>\$480</b>
<b>POSTER - Lower Rotation</b>	Hot Zone: Slots 3 - 6 Homepage, News, Classifieds	24	300    250	<b>\$2,520</b>	<b>\$210</b>	<b>\$240</b>	<b>\$360</b>
<b>POSTER</b>	A & E / Things To Do	24	300    250	<b>\$1,980</b>	<b>\$165</b>	<b>\$180</b>	<b>\$300</b>
<b>POSTER</b>	Real Estate / Home & Garden	24	300    250	<b>\$1,980</b>	<b>\$165</b>	<b>\$180</b>	<b>\$300</b>
<b>POSTER</b>	Visit	24	300    250	<b>\$1,980</b>	<b>\$165</b>	<b>\$180</b>	<b>\$300</b>
<b>SPOTLIGHT</b>	Directories	6	385    155	<b>\$900</b>	<b>\$75</b>	<b>\$100</b>	<b>\$100</b>
<b>SKYSCRAPER</b>	Property Values / Design Portfolio	6	160    600	<b>\$1,350</b>	<b>\$113</b>	<b>\$150</b>	<b>\$150</b>



# DIRECTORY ADVERTISING

**BUSINESS DIRECTORY • HEALTH & FITNESS DIRECTORY**

**Deadline: Monday, 10 am**

**3 MODULES**

**2 MODULES**

**1 MODULE**

**\$28**

*1.615" wide by 1.488" tall*

**\$45**

*1.615" wide by 3.063" tall*

**\$65**

*1.615" wide by 4.639" tall*



**After 16 weeks, your ad qualifies for a FREE spotlight.**

1 mod at \$28/week, 2mod at \$45/week, 3mod at \$65/week

*Ads run for a minimum of 4 weeks. Ads run weekly until canceled.*

**Credit card on file required.**

**All print Directory ads include a FREE WEB DIRECTORY LISTING on mvtimes.com**



# PRE-PRINTED INSERTS

## PLEASE NOTE:

- The Times does not print the inserts; the advertisers must supply the printed items.
- To target individual towns rather than the full circulation, call to get a circulation breakdown by town. The number of inserts must reach the full circulation of each town in which they are to be distributed.

## SPECIFICATIONS:

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 and a straight edge. No accordion folds. Booklet-style inserts must have their spine bound on the long side. Inserts should not be perforated. Stock should be 50# or greater. Inserts that do not meet the above criteria may be accommodated with advance notice for an additional charge.

## 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, Vineyard Haven.**  
\*\*If we do not receive advance copies, the MV Times is not responsible for any issues that may arise as a result of incorrect sizing/folding that may prevent mechanical insertion.
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

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

Call for breakdown by town.



**Tel, 508-693-6100 Fax, 508-693-6000 www.mvtimes.com**

30 Beach Road, P.O. Box 518, Vineyard Haven, MA 02568

# SPECIAL IN-PAPER SECTIONS

6 mods	5.061"W x 3.063"H	\$285
1/4 Page-Horizontal	10.225"W x 3.845"H	\$450
1/4 Page-Vertical	5.061"W x 7.791"H	\$450
1/2 Page-Horizontal	10.225"W x 7.791"H	\$750
1/2 Page-Vertical	5.061"W x 15.67"H	\$750
Full Page	10.225"W x 15.67"H	\$1,250

Prices are per issue

Smaller sizes available in:

Celebrations, Health & Fitness, Christmas in Edgartown, Home Grown and Camp pages

Color: add 30%

Placement Charge: add 15%–30% depending on placement

Prepay discount: 10% (check, cash, or credit cards)

Non-profit Special: Receive 10% Off



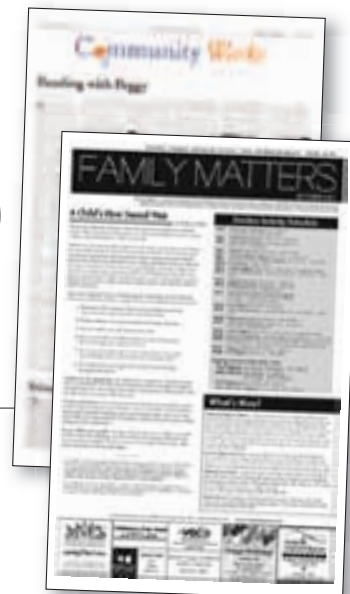
# SPECIAL IN-PAPER SECTIONS



# 55 Plus



A monthly newsletter from the Martha's Vineyard Center for Living and your Island Councils on Aging, Inc.



*Find helpful information on Veterans Services, Travel News, Activities, individual Town Councils on Aging, and read the new "Senior Scene" column.*

**Now including Community Works,**  
**A monthly Times section devoted exclusively to coverage of Island nonprofits.**

**PUBLISHED THE LAST THURSDAY OF EVERY MONTH**

6 mods	5.061"W x 3.063"H	\$285
1/4 Page-Horizontal	10.225"W x 3.845"H	\$450
1/4 Page-Vertical	5.061"W x 7.791"H	\$450
1/2 Page-Horizontal	10.225"W x 7.791"H	\$750
1/2 Page-Vertical	5.061"W x 15.67"H	\$750
Full Page	10.225"W x 15.67"H	\$1,250

*Prices are per issue*

*Community Works: 1/2 and Full Page Newsletter-type ads only*

Color: add 30%

Placement Charge: add 15%–30% depending on placement

Prepay discount: 10% (check, cash, or credit cards)

Non-profit Special: Receive 10% Off



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# SPECIAL IN-PAPER SECTIONS



**IN BUSINESS:**  
A monthly section  
focusing on  
Island Business  
Trends

PUBLISHED THE FIRST THURSDAY OF EVERY MONTH



**GREENING  
MARTHA:**  
A monthly section  
focusing on  
Environmental Issues  
on the Vineyard

PUBLISHED THE SECOND THURSDAY OF EVERY MONTH

*ROP Display ad Sizes and Rates, see Pages 2 and 3*



**Tel, 508-693-6100 Fax, 508-693-6000 www.mvtimes.com**

30 Beach Road, P.O. Box 518, Vineyard Haven, MA 02568

# VINEYARD VISITOR



Distributed Year-round on the ferries,  
and to Inns and B&B's, visitor centers, and select retail locations in-season.

**Advertise for as low as \$120/month**



The only guide on the ferries  
**updated weekly**  
with the latest on  
arts, entertainment & events.



Includes the  
**M.V. Times weekly  
Calendar section**

The Martha's Vineyard  
**TIMES**

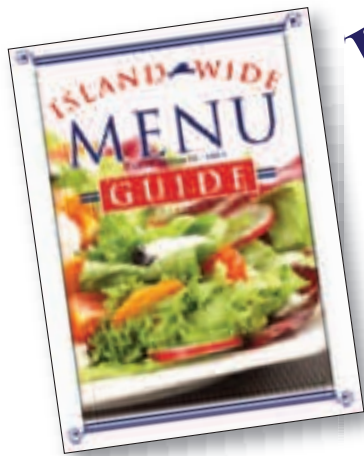
Tel, 508-693-6100 Fax, 508-693-6000 [www.mvtimes.com](http://www.mvtimes.com)

30 Beach Road, P.O. Box 518, Vineyard Haven, MA 02568

# MENU GUIDE SUPPLEMENT

Do you want your menu to be everywhere on Martha's Vineyard?

*Feature your menu in the comprehensive...*



## ISLAND-WIDE MENU GUIDE



*The Menu Guide will be distributed to every Island postal customer three times in 2012 and all Summer to newsstands, restaurants, Inns and of course, on the FERRIES.*

**Put your menu in the hands of tens of thousands of visitors and Islanders.**

Ad Sizes		One Issue	Two Issues	Three Issues
1/2 Page-Horizontal	10.225"W x 7.791"H	\$600	\$1,080	\$1,470
1/2 Page-Vertical	5.061"W x 15.67"H	\$600	\$1,080	\$1,470
Full Page	10.225"W x 15.67"H	\$1,050	\$1,890	\$2,205

Color: add 30%

Placement Charge: add 15%–30% depending on placement

Prepay discount: 10% (check, cash, or credit cards)



**Tel, 508-693-6100 Fax, 508-693-6000 [www.mvtimes.com](http://www.mvtimes.com)**

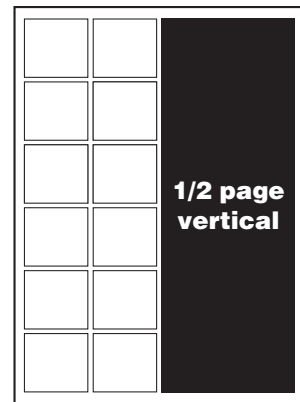
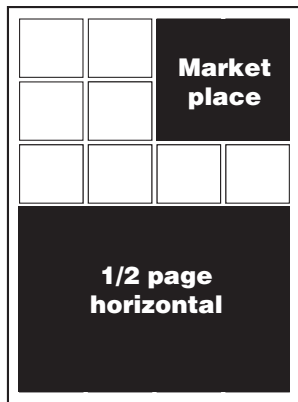
30 Beach Road, P.O. Box 518, Vineyard Haven, MA 02568

# ART SUPPLEMENT

## Art IS ESSENTIAL!

### And is distributed to:

- Every Island Postal Customer, PO Boxes and Residential twice in the summer
- Participating Art Galleries for their Patrons
- Select Rental Agencies, included in their welcome packets
- Select Inns & Hotels
- Select B&B's



Ad Sizes		One Issue	Two Issues
Marketplace	3.337"Wx 3.063"H	\$400	\$525
1/2 Page-H	6.784"Wx 4.639"H	\$630	\$840
1/2 Page-V	3.337"Wx 9.367"H	\$630	\$840
Full Page	6.784"Wx 9.367"H	\$1,000	\$1,300

Color: add 30%

Placement Charge: add 15%–30% depending on placement

Prepay discount: 10% (check, cash, or credit cards)

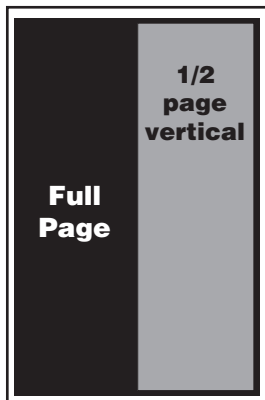
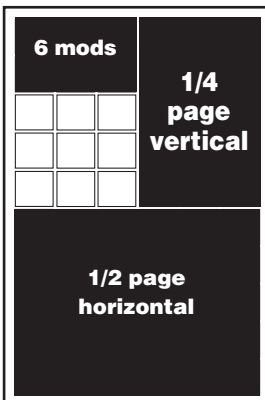
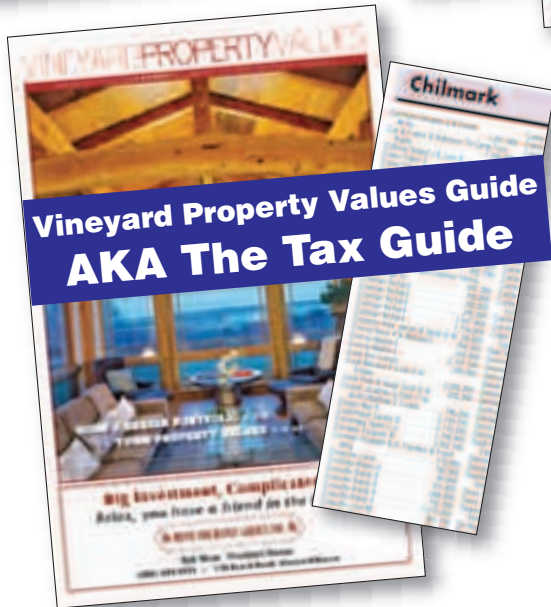
Non-profit Special: Receive 10% Off



Tel, 508-693-6100 Fax, 508-693-6000 [www.mvtimes.com](http://www.mvtimes.com)

30 Beach Road, P.O. Box 518, Vineyard Haven, MA 02568

# MORE SPECIAL PUBLICATIONS (SUPPLEMENTS)



6 mods	5.061"W x 3.063"H	\$285
1/4 Page-Horizontal	10.225"W x 3.845"H	\$450
1/4 Page-Vertical	5.061"W x 7.791"H	\$450
1/2 Page-Horizontal	10.225"W x 7.791"H	\$750
1/2 Page-Vertical	5.061"W x 15.67"H	\$750
Full Page	10.225"W x 15.67"H	\$1,250

Prices are per issue

Smaller sizes available in Graduation

Color: add 30% • Placement Charge: add 15%–30% depending on placement  
Prepay discount: 10% (check, cash, or credit cards) • Non-profit Special: Receive 10% Off



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# 2012 PUBLICATION SCHEDULE

Date	Vineyard Visitor (on the ferries)	Supplements (Pull outs)	Sections in News (In-Paper)	Sections in Calendar (In-Paper)
1/5			In Business	
1/12	Vineyard Visitor		Greening Martha	
1/19			Health & Fitness	
1/26			55+ CW	Pets
2/2			In Business	
2/9			Greening Martha	Valentine's Day contest
2/16				
2/23			55+ CW	
3/1		Home & Garden	In Business	
3/8			Greening Martha	
3/15				Celebrations
3/22			Meet Your Merchant	
3/29			55+ CW	
4/5			In Business	Summer Camps
4/12			Greening Martha	
4/19		Home & Garden		
4/26			55+ CW	
5/3			In Business	Summer Camps
5/10			Greening Martha, Meet Your Merchant	Mother's Day
5/17				Home Grown
5/24	Vineyard Visitor		Health & Fitness	
5/31			55+ CW	Celebrations
6/7		Menu Guide	In Business	
6/14		Graduation	Greening Martha	Harborfest
6/21				
6/28		Art	55+ CW	Home Grown
7/5	Vineyard Visitor		In Business	
7/12		Tax Guide	Greening Martha	
7/19		Menu Guide		
7/26			55+ CW	Pets
8/2	Vineyard Visitor	Art	In Business, Meet Your Merchant	
8/9		Jaws	Greening Martha, Health & Fitness	
8/16		Ag Fair/Home Grown		
8/23				Celebrations
8/30			55+ CW	
9/6	Vineyard Visitor	Home & Garden	In Business	
9/13			Greening Martha, Meet Your Merchant	
9/20		Menu Guide		
9/27			55+ CW	Home Grown
10/4			In Business, Health & Fitness	
10/11	Vineyard Visitor			
10/18				
10/25		Home & Garden	55+ CW	
11/1			In Business	Celebrations
11/8				
11/15				
11/22	Vineyard Visitor	Holliday Giving		
11/29			55+ CW	
12/6		Island Holidays	In Business	Christmas in Edg
12/13				
12/20				
12/27			55+ CW	

# AD SPECIFICATIONS

## 1 – YOU PROVIDE THE AD DIGITALLY

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

**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. Word and Microsoft Publisher are NOT preferred formats.

### 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 High Quality Print.
- Select Acrobat 7 (PDF 1.6) 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

- File – Export OR File – PDF Export Presets [Print].
- Select Custom from the Preset drop down list.
- Select Acrobat 7 (PDF 1.6) 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 300, 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 from Quark

#### To create the PDF

1. Use **Acrobat Distiller** to create your PDF. Save your Quark file as an EPS (file, Save page as EPS). Select the Options button, make sure you click on the color category, select CMYK for a color ad, or

grayscale for a B&W ad. Click OK, and then save. Then open Acrobat Distiller, if you have it, and drag the EPS onto Distiller which should be on the "High Quality Print" setting. Your PDF will be created.

2. **Create your PDF directly from Quark**, (File, Export, Layout as PDF). Click the Options button, make sure you click on the color category, and select CMYK for a color ad, or grayscale for a B&W ad. Then click on the Compression category. For both the Color Images, and Grayscale Images, downsample to 300 dpi. For the monochrome images, downsample to 600 dpi. Click OK, and then save. Your ad/page will export as a PDF.

#### 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.
- 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 2 module wide x 1 module high), then the document size should also be this size). See the Ad dimensions page for ad sizes.
- Pictures should be 300 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 (but not smaller than) 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 7 (PDF 1.6)
- Always check a PDF for accuracy before submitting it.
- Web images are 72 dpi (*low resolution*), and will not reproduce as good quality images in print. We require 300 dpi. for printed images in the newspaper (*A web image will only reproduce reasonably well IF it is three times 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. If you require a proof of your ad, please allow extra time.

**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** – Call for email addresses

**FAX** – 508-693-6000

**24-HOUR DROP-OFF** (mailbox at side of building) 30 Beach Road, Vineyard Haven



**Tel, 508-693-6100 Fax, 508-693-6000 www.mvtimes.com**  
30 Beach Road, P.O. Box 518, Vineyard Haven, MA 02568

# OUR POLICIES

## Basic Type Setting

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.

## The Martha's Vineyard Times Credit Policy

Our statements are prepared as of the first of each month for charges incurred in the previous month. All accounts must be pre-paid unless advertisers request, and The Times approves, your signed credit agreement. Pre-paid advertising receives a 10% discount. Otherwise, accounts are due and payable 30 days after the statement date. A service charge of 1.5% per month will be applied on balances over 30 days. Any advertisers with balances 60 days or older must pre-pay for any future advertising and have a written payment agreement with the publisher until the account is current. Accounts with past due balances beyond 60 days will lose all discounts, including those we offer for volume, non-profit status and special packages, and amounts due will be recalculated. After 90 days no further advertising will be accepted.