MEDIA KIT 2020

The Martha's Vineyard Times Corporation publishes a weekly print newspaper, several awardwinning magazines, standalone supplements, several websites, and the Island's only daily newspaper, The Minute (email newsletter).

We offer ad opportunities to fit any budget, content, and customer. Let us help you create the best strategy to fit your business needs!

Prices and opportunities valid 1/1/2020 – 12/31/2020
We have a variety of great ways (and compelling financial incentives) to help you plan your advertising for the entire year, a season at a time, month to month, or even last minute. You decide, or we are here to help plan a custom ad strategy

**Volume and frequency discounts available**

Call or email us today to discuss. We can tailor a strategy to meet your individual needs.

508-693-6100, press 2 or adsales@mvtimes.com
THE NUMBERS AT A GLANCE

THE MARTHA’S VINEYARD TIMES

- Independent Weekly newspaper delivered to an average of 4,000+ island readers
- Vineyard Visitor – 90,000 copies distributed for free to Islanders and visitors through Steamship ferries and terminals, inns and hotels, visitor centers, and select stores and real estate rental agencies.
- Edible Vineyard magazine – 20,000 copies distributed through rental homes, hotels and inns, select retail locations, real estate offices and more.
- Arts & Ideas – 10,000 magazines distributed throughout the Island at galleries, events such as Islander’s Write, and more.
- Island Holidays & Gift Guide – 19,000 copies distributed on all ferries, and in the weekly paper leading up to Thanksgiving.

MVTIMES.COM

42% MA (30% BOSTON)
11% NY · 5% IL · 5% CA · 4% CT
12.8MM annual page views (+11% v. 2018)
1.9 MM users (+10% v. 2018)
4MM ad impressions served annually

Device break-out:
52% mobile · 40% desktop · 8% tablet

Prices and opportunities valid 1/1/2020-12/31/2020
Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com · Classifieds: mvtclassifieds@mvtimes.com
**MODULES**

The MV Times employs a modular system for display advertising, an alternative to measuring column inches.

It allows for a cleaner design and fewer ad sizes, so each ad has more impact on the page.

**EACH PRINTED PAGE COMPRISSES 60 MODULES.**

Combine modules to build your ad and deliver YOUR MESSAGE, WITH IMPACT!

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**ONE SQUARE = 1 MODULE**

This black box represents an ad size of 3 modules wide by 5 modules high, or 1/4 page.

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**AD RATES**

**DISPLAY ADVERTISING**

Weekly Newspaper Rates

<table>
<thead>
<tr>
<th>Modules</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 module</td>
<td>$80</td>
</tr>
<tr>
<td>2-19 modules</td>
<td>$70/mdl</td>
</tr>
<tr>
<td>20-29 modules</td>
<td>$60/mdl</td>
</tr>
<tr>
<td>30-59 modules</td>
<td>$50/mdl</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

**COLOR: ADD 40%**

Placement charge: add 15%-30% depending on placement

Prepay discount: 5% (check, cash, or credit cards)

Nonprofit discount: 10% (must provide tax ID #)

Contact us for deadlines: 508-693-6100, press 2 or adsales@mvtimes.com

Design services available at no charge!
## Newsmaster AD Pricing by Module

<table>
<thead>
<tr>
<th>Module Width</th>
<th>Single Module (1 Mod)</th>
<th>2 Modules Wide (2 Mods)</th>
<th>3 Modules Wide (3 Mods)</th>
<th>4 Modules Wide (4 Mods)</th>
<th>5 Modules Wide (5 Mods)</th>
<th>6 Modules Wide (6 Mods)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.615&quot;</td>
<td>$80</td>
<td>$140</td>
<td>$210</td>
<td>$280</td>
<td>$350</td>
<td>$420</td>
</tr>
<tr>
<td>High</td>
<td></td>
<td>$112/color</td>
<td>$196/color</td>
<td>$294/color</td>
<td>$392/color</td>
<td>$588/color</td>
</tr>
<tr>
<td>3.337&quot;</td>
<td>$140</td>
<td>$280</td>
<td>$420</td>
<td>$560</td>
<td>$700</td>
<td>$840</td>
</tr>
<tr>
<td>High</td>
<td></td>
<td>$196/color</td>
<td>$392/color</td>
<td>$588/color</td>
<td>$784/color</td>
<td>$1,176/color</td>
</tr>
<tr>
<td>5.061&quot;</td>
<td>$210</td>
<td>$420</td>
<td>$630</td>
<td>$840</td>
<td>$1,260</td>
<td>$1,440</td>
</tr>
<tr>
<td>High</td>
<td></td>
<td>$294/color</td>
<td>$588/color</td>
<td>$1,176/color</td>
<td>$1,568/color</td>
<td>$2,016/color</td>
</tr>
<tr>
<td>6.784&quot;</td>
<td>$280</td>
<td>$560</td>
<td>$840</td>
<td>$1,200</td>
<td>$1,500</td>
<td>$1,440</td>
</tr>
<tr>
<td>High</td>
<td></td>
<td>$392/color</td>
<td>$784/color</td>
<td>$1,680/color</td>
<td>$2,100/color</td>
<td>$2,016/color</td>
</tr>
<tr>
<td>8.507&quot;</td>
<td>$350</td>
<td>$700</td>
<td>$1,200</td>
<td>$1,500</td>
<td>$1,800</td>
<td>$1,440</td>
</tr>
<tr>
<td>High</td>
<td></td>
<td>$490/color</td>
<td>$980/color</td>
<td>$2,100/color</td>
<td>$2,520/color</td>
<td>$2,016/color</td>
</tr>
<tr>
<td>10.225&quot;</td>
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<td>$840</td>
<td>$1,260</td>
<td>$2,000</td>
<td>$2,400</td>
<td>$1,800</td>
</tr>
<tr>
<td>High</td>
<td></td>
<td>$588/color</td>
<td>$1,680/color</td>
<td>$2,800/color</td>
<td>$3,360/color</td>
<td>$2,520/color</td>
</tr>
</tbody>
</table>

**Prices and opportunities valid 1/1/2020-12/31/2020**

**Ad Sales:** 508-693-6100, press 2 or adsales@mvtimes.com  
**Classifieds:** mvtclassifieds@mvtimes.com
SAMPLE SIZES (ACTUAL SIZE)

For larger ad sizes, ask your ad sales rep for a full-size sample sheet. Samples sizes shown are for weekly newspaper, in-paper sections, and newsprint special publications.

**6 MODULES**
2 mods wide x 3 mods high
(3.337”W x 4.639”H)

$70 x 6 = $420

**2-19 modules = $70/mod**

**4 MODULES**
(3.337”W x 3.063”H)
2 mods wide x 2 mods high

$70 x 4 = $280

**2 MODULES**
(1.615”W x 3.063”H)
1 mod wide x 2 mods high

$70 x 2 = $140

**15 MODULES 1/4 page**
3 mods wide x 5 mods
(5.061”W x 7.791”H)

**Special pricing:**
$60 / mod = $900 (a savings of $150)

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**Volume or frequency discounts can reduce your bill significantly. Pre-pay for your ad and save even more.**

Example ad size pricing before discounts* (with 5% prepay discount · 10% NonProfit discount)

- 15 modules (Quarter Page) ($60/m) = $900* (5% prepay = $855 • NP 10% = $810)
- 20 modules ($60/m) = $1,200* (5% prepay = $1,140 • NP 10% = $1,080)
- 30 modules (Half Page) ($50/m) = $1,500* (5% prepay = $1,425 • NP 10% = $1,350)

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Prices and opportunities valid 1/1/2020-12/31/2020

Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com · Classifieds: mvtclassifieds@mvtimes.com
Greening Martha,
Second Thursday of every month
Focused on climate change issues facing Islanders. Includes stories on businesses, people, and the solutions and adaptations that are working. (12x, News)

Community Works
Last Thursday of every month
This monthly section runs in conjunction with 55 Plus and is dedicated to the great work of our Island nonprofits, and addresses issues facing aging Islanders. Nonprofits: Publish their newsletters here at deep discounts. Get your mission in front of the entire community affordably. (12x, Community)

55 Plus
Last Thursday of every month
A monthly newsletter of the local Councils on Aging and the MV Center for Living. It includes travel information, veterans services updates, an Island-wide activities calendar, service programs and support-group directory. Display ads or adjacent sponsored content available. (12x, Community)

Summer Camps
March & April
This special section highlights summer camp and program options, and is a valuable tool for parents choosing the best experience for their kids. (3x, Calendar)

Meet Your Merchant
This special section in our Community section offers an inside look at the hardworking people behind our favorite Island business. Advertising options include full-length featured stories, and display ads of various sizes.

Made on MVY
A special section in The Local, holiday issues of Vineyard Visitor, and Island Holidays and Gift Guide, Made on MVY features products, food, and designs made only on MVY. (4x, The Local)

ADDITIONAL WEEKLY SPECIAL SECTIONS & PLACEMENT OPTIONS
News • Calendar • Community • Sports • Movie Page • Entertainment • Dine Section • Galleries • Garden Notes • Town Columns

Prices and opportunities valid 1/1/2020-12/31/2020
Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com • Classifieds: mvtclassifieds@mvtimes.com
SPECIAL PUBLICATIONS
Separate special publications distributed with the MV Times newspaper and at selected locations

The Local – At home on Martha’s Vineyard: style, design, and good living
Publishes 4 times a year
This award-winning publication includes stories about Island architects, builders, and designers, with popular sections such as Design Q + A, Made on MVY, and more.

Vineyard Property Values
Publishes August 6
One of our most anticipated supplements, this annual publication lists the value of every Vineyard property. It’s delivered to each Island mailbox and is available year-round at the MVTimes office.

Ag Fair Guide
The official guide to the Agricultural Fair, a highlight of Vineyard summer. Includes a fairgrounds map, schedule of events, and a list of vendors, plus stories of the people and animals that make the fair special. Delivered to every Island mailbox on the first day of the Fair, and distributed at the Fairgrounds.

Island Holidays & Gift Guide
Publishes Nov. 25
This glossy, full-color publication features a guide to all the best there is to give on Martha’s Vineyard, along with stories about our rituals and traditions. Distributed in all newspapers, on all ferries, in hotels, inns, and select retail locations.

Graduation
Publishes June 11
A significant event in our community-oriented Island, the high school graduation supplement showcases the names, faces, and stories of graduating seniors, along with the speeches and photographs of the ceremony. A great opportunity to show your support for our students.

Holiday Happenings
Publishes Dec. 10
This special section includes a handy town-by-town schedule of holiday events, including the famous Christmas in Edgartown. Distributed in all newspapers and at select locations.

Prices and opportunities valid 1/1/2020-12/31/2020
Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com  ·  Classifieds: mvtclassifieds@mvtimes.com
IN-PAPER SPECIAL SECTION & ONLINE

made on MVY

What do YOU make on MVY?
Check it out at mvtimes.com/made-on-mvy

Find ‘MADE ON MVY’ in every print issue of The Local, promoted via social media and The Minute newsletter, and online at mvtimes.com/made-on-mvy

Publication Dates:
April 9, May 21, August 13, Oct. 8
$250 for one
$400 for two
$500 for three
$600 for four

Prices and opportunities valid 1/1/2020-12/31/2020
Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com · Classifieds: mvtclassifieds@mvtimes.com
The Local highlights Island living, in Island homes and gardens, focusing on real estate and design businesses, trends, and traditions.

2020 PUB DATES:
April 9
May 21
August 13
October 8

Delivered Island-wide in the MV Times, PLUS distributed at inns & hotels, both Cronig's, Steamship Authority ferries & select retail stores.

AD SIZES & RATES

<table>
<thead>
<tr>
<th>PRICING</th>
<th>BW</th>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 MODS (ROUGHLY 1/8 PG)</td>
<td>$420</td>
<td>$588</td>
</tr>
<tr>
<td>1/4 PG</td>
<td>$630</td>
<td>$882</td>
</tr>
<tr>
<td>1/2 PG</td>
<td>$1000</td>
<td>$1400</td>
</tr>
<tr>
<td>FULL PG</td>
<td>$1,600</td>
<td>$2,240</td>
</tr>
</tbody>
</table>

BOOK 2 ISSUES: GET 10% OFF
BOOK 3 ISSUES: GET 15% OFF
BOOK 4 ISSUES: GET 20% OFF

PREPAY AND SAVE 5%
Yeah we can’t believe it either but it’s already time to talk about HOLIDAY ADVERTISING!

ISLAND HOLIDAYS & GIFT GUIDE
Celebrate the season of giving and tradition!
We’ve combined two of our popular holiday publications into one, gorgeous, glossy magazine that will highlight the important work of Island non-profits, spotlight unique gift ideas, and feature comprehensive event listings – just in time for Thanksgiving visitors.

Appearing in every issue of the MV Times, on ferries, and at select retail establishments November 25.
As low as $315!

HOLIDAY HAPPENINGS
Celebrate holiday fun!
Now a stand-alone publication with comprehensive event listings by town so everyone can plan their holiday activities … and shopping!
Available in time for Christmas in Edgartown.

Appearing in every issue of the MV Times and at select retail establishments December 10.
As low as $360!

THE (WEEKEND) MINUTE
Celebrate and #shoplocal!
A recent poll of Minute readers revealed that 24% of them live on-island year-round and try to do most of their shopping here; 34% said they live here seasonally or are visitors, but still try to shop on-island. Reach them all with our special Saturday (and Black Friday) editions of our e-newsletter, The Minute, featuring holiday stories and recipes!

Appearing in more than 8,000 email inboxes for 6 consecutive Saturdays + Black Friday starting November 20.
As low as $90 per issue!

Our gift to you...
1 · Book all The (Weekend) Minutes: Save 10%
2 · Book both Island Holidays & Gift Guide and Holiday Happenings: Save 10% plus get in each (Weekend) Minute
3 · Book Island Holidays & Gift Guide, Holiday Happenings, and the December edition of Vineyard Visitor (appearing on ferries and at select retail establishments December 10): Save 15% plus get in each (Weekend) Minute!

Pre-pay and save 5%
Ask us about payment plans.
SPECIAL PUBLICATIONS

Vineyard Property Values
aka “The TAX GUIDE”

In every mailbox August 6th

You know everybody reads it ...

It’s the not-so-guilty pleasure delivered to every Island postal customer & available year-round at the MVTimes office.

AD SIZES & RATES

<table>
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<td>$588</td>
</tr>
<tr>
<td>1/4 PG</td>
<td>$630</td>
<td>$882</td>
</tr>
<tr>
<td>1/2 PG</td>
<td>$1,000</td>
<td>$1,400</td>
</tr>
<tr>
<td>FULL PG</td>
<td>$1,600</td>
<td>$2,240</td>
</tr>
</tbody>
</table>

~ PREPAY AND SAVE 5% ~

Up-to-date property assessments categorized by town, with an overview of real estate activity on MV.

DEADLINE TO ADVERTISE: FRIDAY, JULY 17

Prices and opportunities valid 1/1/2020-12/31/2020

Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com · Classifieds: mvtclassifieds@mvtimes.com
COMMUNITY SPONSORSHIP

We offer Community Sponsorship opportunities. Call us to see what we can do for you.
PLEASE NOTE:
• The Times does not print the inserts; advertisers must supply the printed items.

SPECIFICATIONS:
• Maximum size: 8.5”x11” | Minimum size: 5.5”x8”
• Single-sheet folded inserts must be machine-folded (letter-style) with a tight crease and straight edge. No accordion folds.
• Booklet-style inserts must have their spine bound on the long side.
• Inserts should not be perforated. Paper stock should be 50# or greater.
• Inserts that do not meet the above criteria may be accommodated with advance notice for an additional charge.
• Finished, folded piece cannot exceed 8.5x11”, and final fold must be on the longest side.

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 (issue date, number of inserts, circulation requests).
2. PROVIDE 10 ADVANCE COPIES of your inserts by 3:30 pm, Friday prior to publication to The MV Times, 30 Beach Road, Vineyard Haven, MA, 02568.
   The advance copies allow us to check the weight, specs, and fold of your insert. The MV Times cannot be responsible for any issues that may arise as a result of incorrect sizing/folding that prevents mechanical insertion.
3. GET YOUR INSERTS TO US. You have two options:
   A. Deliver inserts to The Martha’s Vineyard Times office 30 Beach Road, Vineyard Haven 8 DAYS PRIOR TO INSERTION DATE (Wednesday of the week before publication date)
   - OR -
   B. Deliver inserts to our printer, Community Newspaper Company, 475 Washington Street, Auburn, MA 01501 6 DAYS PRIOR TO INSERTION DATE (Friday a week before publication).
   ** Clearly label insert boxes “For Distribution in The Martha’s Vineyard Times.” Include your company name, the name of the insert, the quantity of boxes and inserts, and insertion date.**

Community Newspaper Company Contact: Chuck DeLeo, 508-626-4486 | Receiving hours: Monday–Friday, 8 am to 4 pm

FRONT AND CENTER WITH FRONT PAGE STICKIES

SPECIFICATIONS: 3x3” Full Color Pasted to the front page of every paper above the fold

PRICING: Cost: $150 per thousand papers; as an example, on a week with a 15,000 estimated circulation, the cost would be $2250. That includes design, color plates, set-up, printing, shipping, sticking, and distribution.

LEAD TIME: minimum four weeks to allow for all design and approvals.

INSTRUCTIONS: PLACE YOUR STICKIES REQUEST with your MV Times account representative.
When your Directory ad runs for 4 months you are eligible for a FREE 5” x 3” SPOTLIGHT AD.
Email a picture and text to your ad rep to get started.
**CLASSIFIEDS**

**ALL PRINT CLASSIFIED ADS INCLUDE YOUR AD ONLINE FOR FREE**

**SUBMIT YOUR AD ONLINE TO SEE YOUR AD APPEAR ONLINE RIGHT AWAY!**

www.mvtimes.com/classifieds

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### Words 1 week 2 weeks 3 weeks 4 weeks 10 weeks Year

<table>
<thead>
<tr>
<th>Words</th>
<th>1 week</th>
<th>2 weeks</th>
<th>3 weeks</th>
<th>4 weeks</th>
<th>10 weeks</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 20</td>
<td>$26</td>
<td>$47</td>
<td>$59</td>
<td>$68</td>
<td>$131</td>
<td>$604</td>
</tr>
<tr>
<td>21 to 35</td>
<td>$34</td>
<td>$59</td>
<td>$75</td>
<td>$87</td>
<td>$168</td>
<td>$788</td>
</tr>
<tr>
<td>36 to 50</td>
<td>$44</td>
<td>$76</td>
<td>$95</td>
<td>$110</td>
<td>$210</td>
<td>$1013</td>
</tr>
<tr>
<td>Over 50 words</td>
<td>$.77/word</td>
<td>$.70</td>
<td>$.60</td>
<td>$.54</td>
<td>$.40</td>
<td>$.36</td>
</tr>
</tbody>
</table>

**Add photo: $15/week | Add border: $7/week**

**Adding a border has an added bonus: Your ad will appear at the top of the page online!**

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**DISPLAY ADVERTISING**

- 2-16 Modules: $70/Module
- **Auto, Boat, Truck, Motorcycle Special** – Private Parties Only – $79 for 8 weeks and add a photo for free. Up to 30 words. You provide the photo.

**Lost and Found – Free**

Lost and found ads run for four weeks. There is a 20-word limit.

---

**Bargain Box – Free**

Deadline - 3 pm on Monday

No charge for bargain box ads, but restrictions apply: Ads are limited to noncommercial customers (businesses may list free items); there is a maximum of 20 words; all items must be priced individually; no item can exceed $100; one ad per household; ads expire after two weeks. Listings for flowers, garden plants, firewood or manure must be free. No listings for animals.

**Legals**

$.68/word

Add a photo - $15/week

Add a border - $7/week

---

**NO REFUNDS ON CONTRACT PRICES. YOU MAY STOP YOUR AD ANYTIME, BUT YOUR CONTRACT RATE STILL APPLIES**

(Example: Select 10 weeks, pay for 10 weeks. There are no refunds if ad is cancelled before 10 weeks)
The Vineyard’s longest-running visitor publication is now a glossy, all-color magazine, placed on every ferry, in every terminal, in hotels and inns, and in packages going to vacation rental properties. It features comprehensive dining, nightlife, gallery, activities directories, and maps, insider info, and a special all-color real estate section.

2020 PUBLICATION DATES:
May 7 • June 25 • July 30 • Sept. 3 • Dec. 23

We offer frequency and volume discounts and other premiums that can significantly expand your reach and lower your ad costs.
### Vineyard Visitor Ad Rates (before pre-pay discounts)

<table>
<thead>
<tr>
<th></th>
<th>1 issue</th>
<th>2 issues (each)</th>
<th>3 issues (each)</th>
<th>4 issues (each)</th>
<th>Winter add-on</th>
<th>Winter stand-alone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,850</td>
<td>$1,665</td>
<td>$1,575</td>
<td>$1,480</td>
<td>$345</td>
<td>$500</td>
</tr>
<tr>
<td><strong>PREMIUM ADS &amp; PREMIUM PLACEMENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside front OR Back cover</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,125</td>
<td>$2,000</td>
<td>$470</td>
<td>$900</td>
</tr>
<tr>
<td>Page 1</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,125</td>
<td>$2,000</td>
<td>$470</td>
<td>$900</td>
</tr>
<tr>
<td>Page 2 (facing Contents)</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$375</td>
<td>$750</td>
</tr>
<tr>
<td>Back cover</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,550</td>
<td>$2,400</td>
<td>$290</td>
<td>$1,125</td>
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<tr>
<td><strong>Additional Ad Sizes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page spread</td>
<td>$2,775</td>
<td>$2,450</td>
<td>$2,360</td>
<td>$2,220</td>
<td>$520</td>
<td>$750</td>
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<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,275</td>
<td>$1,200</td>
<td>$280</td>
<td>$375</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,200</td>
<td>$1,080</td>
<td>$1,020</td>
<td>$960</td>
<td>$225</td>
<td>$250</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$600</td>
<td>$540</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
<td>$225</td>
</tr>
</tbody>
</table>

Prices and opportunities valid 1/1/2020-12/31/2020

**Ad Sales:** 508-693-6100, press 2 or adsales@mvtimes.com • **Classifieds:** mvtclassifieds@mvtimes.com

**Volume discounts can reduce your costs by as much as 25%. Pre-pay for your ad and save even more!**
Climate Change: Can Art Preserve What We Almost Lost? 
Lillian Hellman's Mill House would have some incredible stories to tell. 

The Old Sculpin at 65: A 65th Anniversary for a Vineyard Art Scene 
Terry Crimmen's Memory Of The Year Americana Into Our Memories

We offer frequency and multiplatform discounts and other premiums that can significantly expand your reach and lower your ad costs.

**ARTS & IDEAS MAGAZINE**

The only prominent, high-end magazine dedicated to arts and culture on Martha’s Vineyard.

Arts & Ideas received first place for Best Cover, Best Niche Publication (Editorial) and first place for Overall Design and Presentation of a Niche Product at the New England Newspaper & Press Association (NENPA) 2015, 2016, 2017 and 2018 awards. In 2016 judges noted that “it may be the best publication in all design categories of the NENPA contest.”

**RATES** (premium placement available)

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$1,200</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$800</td>
</tr>
</tbody>
</table>

**SPRCS**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7.25”W x 9.67”H</td>
</tr>
<tr>
<td>FULL PAGE W/ BLEED</td>
<td>8.625”W x 11.125”H</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>7.25”W x 4.75”H</td>
</tr>
<tr>
<td>1/2 PAGE HOR W/ BLEED</td>
<td>8.625”W x 5.52”H</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>3.54”W x 9.67”H</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>3.54”W x 4.75”H</td>
</tr>
</tbody>
</table>

Prices and opportunities valid 1/1/2020 - 12/31/2020

**Ad Sales**: 508-693-6100, press 2 or adsales@mvtimes.com · **Classifieds**: mvtclassifieds@mvtimes.com

Summer 2019, Issue No. 15
2020 PUBLICATION DATES:
SPRING (JUNE 4) • SUMMER (JULY 23) • HARVEST (OCT. 8)

RATES (premium placement available)
FULL PAGE  $2,000
1/2 PAGE  $1,200
QUARTER PAGE  $800

SPECS
FULL PAGE  7.25”W x 9.67”H
FULL PAGE W/ BLEED  8.625”W x 11.125”H
1/2 PAGE HORIZONTAL  7.25”W x 4.75”H
1/2 PAGE HOR W/ BLEED  8.625”W x 5.52”H
1/2 PAGE VERTICAL  3.54”W x 9.67”H
QUARTER PAGE  3.54”W x 4.75”H

We offer frequency and multiplatform discounts and other premiums that can significantly expand your reach and lower your ad costs.
WHERE WERE YOU IN THE 70S?
At Helios, maybe?

CIRCULATION 9K+
OF THE YEAR

WORDS

CHILMARK TANNERY, and whether Jenna
enjoyed what the menu calls "the signature drink" — a blackberry shrub. It was deliciously
complex and unique, with notes of blackberry and lime. Jenna said. “I might put a little lime
balm on the bar, above, left; right: the Hibiscus Jalapeño Margarita. Below, the Basil
Lime Martini, Mojito, and Lime Ricky
recipes: “Sometimes I’ll wake up at
midnight and think of a new drink to make.” Her mocktail menu re/flection of that.

fun making drinks.” Her mocktail
脈动 make the drinks you wish you could
invent — an effervescent blend of
blackberry shrub, lime juice, and
black pepper
Cordials — you just have to bring them
over — and move up the
The Basil Lime into the stems and skin, diffusing
then muddles it all down. She works
by Ruby Warrington, published in
where people aren't drinking,” Jenna
said. “I love it. I have so much

nothing boring about being a boozeless
menu reflects that.
Jenna wishes she could serve beer...

Giant picnic baskets or coolers,” Jenna
said. “But I love it. I have so much
town certainly has its challenges,” Jen-

4-6 ears, shucked, kernels sliced off
time a week.

Chilmark Tavern is in its 10th
times a week.

4-6 ears, shucked, kernels sliced off
time a week.

Chilmark Tavern is in its 10th
times a week.

4-6 ears, shucked, kernels sliced off
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Chilmark Tavern is in its 10th

WORDS

CHILMARK CHOCOLATES

36

SPRING (JUNE 4) · SUMMER (JULY 23) · HARVEST (OCT. 8)

RATES (premium placement available)

FULL PAGE $2,000
1/2 PAGE $1,200
QUARTER PAGE $800

We offer frequency and multiplatform discounts and other premiums
that can significantly expand your reach and lower your ad costs.
2020 DIGITAL ADVERTISING - MVTIMES.COM

2019 ANNUAL SITE METRICS
Sessions 4.7 million (+10% v. 2018) • Users 1.9 million (+4% V. 2018)
Pageviews +12.8 million (+6% v. 2018)

10% discount when you book 4-25 weeks  20% discount when you book 26 - 52 weeks *Discounts do not apply to “Things to do”

Run of Site/Leaderboard = $310 per week for 1-3 weeks
Run of Site; advertiser Cap 6
Laptops/Desktops 728x90 pixels
Mobile Devices 320x50 pixels

Run of Site/Poster = $225 per week for 1-3 weeks
Homepage, News, Community, Webcams & more; advertiser Cap 18
300 x 250 pixels
3 positions, banners interspersed within content on all devices (smartphones too!)

Run of Site/Anchor = $120 per week for 1-3 weeks
Homepage, News, Community, Webcams and more; advertiser Cap 18
300 x 100 pixels
2-3 positions, anchoring bottom of pages

Real Estate Zone/Poster = $140 per week
Real Estate Pages; advertiser Cap 18
300 x 250 pixels
3 positions, banners interspersed within content on all devices (smartphones too!)

Real Estate Zone / Anchor = $50 per week
Real Estate Pages; advertiser Cap 18
300 x 100 pixels
2-3 positions, bottom of Real Estate Zone pages

We offer frequency and multiplatform discounts and other premiums that can significantly expand your reach and lower your ad costs.

“Things to Do” web ads
Things To Do Sidebar ad = $10/day (no event listing)
Things To Do Event Listing & Promotion
Starts at $10/day
Things To Do Calendar Sponsorship
$250 / month

Prices and opportunities valid 1/1/2020-12/31/2020
Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com · Classifieds: mvtclassifieds@mvtimes.com
MVTimes.com is the Island’s leading source for breaking news, top stories, and upcoming events, providing 24/7 coverage and insight for year-round and seasonal residents, returning visitors, and newcomers.

The site annually receives +4.7 million sessions, +1.9 million users, +12.8 million pageviews, and is the Island’s most comprehensive and updated source for news and information.

We feature extensive business, community, sports, arts and entertainment and dining coverage, and our website includes some dynamic interactive tools, ranging from our easily searchable Calendar of Events/Things to Do page, to yard sale and farmstand maps, and our extremely popular webcams, so Islanders near and far can enjoy Vineyard views anytime.

Our Real Estate page features design and home and garden stories, and featured real estate listings; our popular MVREQuest search tool attracts thousands of users looking for homes on Martha’s Vineyard.

MVTimes.com has become not only the go-to destination for Island news, but a hyperlocal community resource for all things Martha’s Vineyard.

Ask about opportunities to sponsor a section or page (or webcam!) on our website.

We offer frequency and multiplatform discounts and other premiums that can significantly expand your reach and lower your ad costs.

Prices and opportunities valid 1/1/2020-12/31/2020

Ad Sales: 508-693-6100, press 2 or adsales@mvtimes.com · Classifieds: mvtcclassifieds@mvtimes.com
VINEYARDVISITOR.COM, known as ‘the Insider’s Guide to Martha’s Vineyard,’ is Martha’s Vineyard most comprehensive digital travel guide, providing helpful trip planning tools for Island enthusiasts. The site is designed to provide the occasional Island visitor, bride-to-be, summer resident, or yeo-round local the best tools and most relevant information to explore and discover all that Martha’s Vineyard has to offer.

In addition to providing basic information on the logistics of getting to the Island and navigating the various towns and locations, VINEYARDVISITOR.COM also includes several interactive tools and unique features users can’t find anywhere else. Responsive BEACH FINDER, TRAIL FINDER, GALLERY FINDER and FARM FINDER tools provide detailed profiles and helpful maps of the Island’s most popular attractions, making it easy to create the ideal Martha’s Vineyard experience.

The site also boasts a robust collection of local knowledge and insider tips, including a dedicated page of PERFECT DAYS, featuring daily itineraries and suggestions from experienced residents and influencers on the best way to spend Island time.

Looking to plan a wedding or special event on Martha’s Vineyard? The WEDDINGS page offers a full directory of relevant vendors, along with a selection of Island wedding stories for inspiration.

VINEYARDVISITOR.COM is an attractive, user friendly resource of organized digital content that streamlines the trip planning process, and captures the best of Martha’s Vineyard all in one place.


We offer frequency and multiplatform discounts and other premiums that can significantly expand your reach and lower your ad costs.
Winner of the 2018 New England Press Association “Best Mobile Product” The Minute features daily and breaking news stories, and includes helpful reminders about important meetings and events. Hot topic letters to the editor are included, as well as popular comments from stories posted on mvtimes.com, local real estate listings, dinner recommendations (for going out, and staying in), local trivia, insider tips on exploring the Island, and special features not found anywhere else.

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Main sponsor starts at $250 per insertion
Sponsored posts $100 per insertion
Banner ads $100 per insertion
Coupon ads $50 per insertion
AD SPECIFICATIONS & POLICIES

1. YOU PROVIDE THE AD DIGITALLY
SUBMIT BY E-MAIL, OR AT OUR BEACH ROAD, VINEYARD HAVEN LOCATION; ON A CD OR FLASHDRIVE

Preferred formats – PDF, JPEG or TIFF. Please read the information referencing your software. We accept complete ads created in InDesign, Illustrator, or Photoshop. Word and Microsoft Publisher are NOT accepted 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 ‘Save as PDF.’

PDFs created in InDesign
OR sending Packageged 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...
• Select Bicubic downsampling to 300, select Automatic in the Compression drop down list, select Maximum in the Quality drop down list.
• Under color images and Under grayscale images
• Select Bicubic downsampling to 600 dpi, select CCITT Group 4 in the Compression drop down list.
• Under Monochrome images
• Select Bicubic downsampling to 600 dpi, 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 Prelight) 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.

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 300 dpi.

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 PDF’s 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 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 and-white line art.

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 can scan art or photographs you provide. 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 MV TIMES

E-MAIL
jenna@mvtimes.com
alisun@mvtimes.com
adsales@mvtimes.com

FAX 508-693-6000
24-HOUR DROP-OFF
(mailbox at side of building)
30 Beach Road, Vineyard Haven

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.

What if There is a Mistake in My Ad?
The Martha’s Vineyard Times and other related print and web publications make every effort to assure accuracy and timeliness of all advertising copy we receive according to our published specifications. In the event of an error on our part we will publish a correct replacement advertisement at no charge to the advertiser. Advertisers will need to inform us of the error in question by 2 PM of the Monday following the date of original publication.

Website Advertising Policy
Internet ads that we create are the property of MV Times Corp. and will not be shared with other media outlets. We consider web ads we make for your advertising to be proprietary to us, and we won’t entertain requests from other Internet advertising venues to share your ad.

The Martha’s Vineyard Times Payment and Credit Policies
Our statements are prepared as of the first of each month for charges incurred in the previous month, and also reflect any balance due. Payment is due in full by the last day of the month in which the statement is rendered.

Monthly billing is offered by The Martha’s Vineyard Times as a convenience to advertisers in good standing. A service charge of 15% per month will be applied on balances over 30 days. Advertisers are invited to pre-pay for their advertising. If you pay at the time you place your advertising order a pre-pay discount of 5% will be applied.

Any advertiser with balances 60 days or older must arrange a 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, frequency, non-profit status and special packages, and amounts due will be recalculated. After 90 days no further advertising will be accepted.

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