MEDIA KIT 2022

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

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

PUBLISHERS  BARBARA & PETER OBERFEST  PETER.OBERFEST@MVTIMES.COM
DIRECTOR OF SALES AND MARKETING  JENNA LAMBERT  JENNA@MVTIMES.COM
ADDRESS: (PHYSICAL) 30 BEACH ROAD, VINEYARD HAVEN  (MAILING) P.O. BOX 518, VINEYARD HAVEN
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Since our founding in 1984, The Martha’s Vineyard Times has become the Island’s most widely read newspaper for year-round Islanders, long-term summer residents, and Vineyard visitors, with an average circulation of approximately 5,000 copies each week. The Times is generally acknowledged as the community newspaper for Martha’s Vineyard.

In January 2020, The Times changed its model of providing a free print newspaper to every Post Office boxholder on the Island, to one of paid circulation. We deliver newspapers to all subscribers, continue to sell them at retail outlets, and provide complimentary copies to assorted venues. As of Feb. 15, 2021, we had 10,000 readers, on and off Island, and a press run of 5,000 copies. Our website content is free to all print subscribers; those who’d rather do without a print paper can subscribe to web only.

We believe that a useful and vital community newspaper needs to be successfully immersed in Vineyard life, and we dedicate considerable resources to cover our community broadly and deeply; our myriad awards (weekly/distinguished newspaper of the year from the New England Press Association in 2017, 2018, 2019, and 2020) have shown us that our peers agree.

Companion to the weekly Times, our newspaper website, mvtimes.com, has published 100 percent of our weekly content, in addition to web-only material, since it first went live more than 15 years ago, and has consistently won awards among New England peers. Responsive design means mvtimes.com is effectively rendered across desktop and mobile platforms. It attracts more than 3.5 million unique visitors and 14-plus million page views annually, roughly equally divided among Islanders and off-Islanders from all over the country and the world.

Our daily newsletter, The Minute, lands in the email boxes of 11,000 subscribers every weekday by 5 pm, making it the Island’s only daily news source. The Martha’s Vineyard Times also publishes a strategically balanced portfolio of interest-focused products, print and web: Martha’s Vineyard Arts + Ideas Magazine (mvartsandideas.com), Vineyard Visitor (vineyard-visitor.com), Edible Vineyard (ediblevineyard.com), and the Island’s only sustainable living magazine, Bluedot Living MV. Programs for our two largest Island-wide events — the annual Agricultural Fair and High School Graduation — each provide texture and focus for particular interests among our readers and advertisers.

Throughout our history, The Times has developed and continues to underwrite a number of important community initiatives. We developed The Bargain Box, a free classified service, matching Islanders with free or low-cost goods and services more than 25 years ago. We publish the High School View, a weekly student newspaper, in our pages (making it one of a handful of high school publications in the U.S. that are circulated to the entire community). We publish the monthly newsletter of the Island’s Councils on Aging, as well as lengthy town warrants and ballots, at no cost to the public. We have been the exclusive local sponsor and underwriter of each year’s Scripps Howard National Spelling Bee for more than 25 years. We publish sponsor-supported special publications, such as the acclaimed “Voices on Racism.” We also sponsor or serve as media partners for events carefully selected for their broad Island benefit.

Perhaps most ambitiously, we organize Islanders Write (islanderswrite.com), attracting several hundred attendees for a completely free two-day series of panels, roundtables, workshops, and exhibitions celebrating writers, publishers, readers, and teachers with deep ties to the Island, from all over the country.

All of our print and web products are published by Martha’s Vineyard Times Corporation Inc., which is owned by Peter and Barbara Oberfest. Visitors since the early 1970s, they moved here year-round in 1993 with their 3-year-old son. The Oberfests became partners in The Times with Doug and Molly Cabral in 1996, and became sole owners in 2014.
## 2022 Publication Calendar

### January
- **1/6** Vineyard Visitor #1  
  (Ad Deadline 12/15)  
- **TBD** Voices #1

### February
- **2/3** Summer Camps #1  
  (Ad Deadline 1/28)  
- **2/10** Art Class  
  (Ad Deadline 2/4)  
- **2/25** Bluedot Living #1  
  (Ad Deadline 1/28)

### March
- **3/3** Summer Camps #2  
  (Ad Deadline 2/25)  
- **3/17** Voices #2  
  (Ad Deadline 3/11)

### April
- **4/28** Vineyard Visitor #2  
  (Ad Deadline 4/1)

### May
- **5/19** Edible Vineyard #1  
  (Ad Deadline 4/21)  
- **5/20** Bluedot Living #2  
  (Ad Deadline 4/25)

### June
- **6/16** Graduation  
  (Ad Deadline 6/10)

### July
- **7/7** Arts & Ideas  
- **7/14** Vineyard Visitor #3  
  (Ad Deadline 6/17)  
- **7/21** Edible Vineyard #2  
  (Ad Deadline 7/1)  
- **7/28** Bluedot Living #3  
  (Ad Deadline 7/1)

### August
- **8/11** Vineyard Property Values  
  (Ad Deadline 8/5)

### September
- **9/1** Vineyard Visitor #4  
  (Ad Deadline 8/5)  
- **9/15** Voices #3  
  (Ad Deadline 9/9)

### October
- **10/7** Edible Vineyard #3  
  (Ad Deadline 9/14)  
- **10/15** Bluedot Living #4  
  (Ad Deadline 9/19)

### November
- **11/25** Island Holidays + Gift Guide  
  (Ad Deadline 10/28)

### December
- **12/8** Holiday Happenings  
  (Ad Deadline 12/2)  
- **12/9** Edible Vineyard #4  
  (Ad Deadline 11/15)
Clermont sues
That complaint has been withdrawn.
Tisbury Police Sgt. Max Sherman as a
In addition to the town, the suit names
Continued on A17
'Tisbury select board.
Police Academy, and even though she had
Continued on A16
"Fergus, we will meet again someday,"
"We will meet again someday"
48 new cases, three new clusters

Sailing into their futures

AWARDED BY THE NEW ENGLAND NEWSPAPER
AND PRESS ASSOCIATION

2017
2018
2019
2020
2021

WEEKLY NEWSPAPER OF THE YEAR
WEEKLY NEWSPAPER OF THE YEAR
WEEKLY NEWSPAPER OF THE YEAR
WEEKLY NEWSPAPER OF THE YEAR
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Local journalism that works for the whole community.

PRINT NEWSPAPER

Our 3 section weekly newspaper publishes every Thursday, mailed to
print subscribers on and off-Island, and sold on local newsstands.

THE MARTHA'S VINEYARD TIMES • MEDIA KIT 2022 • PAGE 5
TO ADVERTISE: EMAIL ADSALES@MVTIMES.COM OR CALL 508-693-6100, PRESS #, 35
PRINT NEWSPAPER: SPECIAL PAGES

Special pages printed inside our three section weekly newspaper

**The High School View**
Publishes according to
the school calendar

The MV Times is proud to be the home of the school paper, with stories and photos from the students in the journalism class at MVRHS. Support our junior journalists.

**Summer Camps**
Publishing 2/3, & 3/3

Highlights summer camp and program options, and is a valuable tool for parents choosing the best experience for their kids.

**55-Plus**
Publishes last Thursday
each month

This monthly newsletter appears in the Community section from the local Councils on Aging and the MV Center for Living. Includes travel information, veterans services updates, an Island-wide activities calendar, service programs, and a support-group directory.

**and more...**

**GREENING Martha**

**THE BUSINESS PAGE** sponsored by

**home+garden**

**MEET YOUR MERCHANT**

Where businesses share their stories with the Island community
PRINT NEWSPAPER: SPECIAL PUBLICATIONS

Special sections printed and inserted into our weekly newspaper

‘Voices on’ series
Publishing 1/27, 3/17, & 9/15
Features Islanders speaking up about issues in our community. Our inaugural issue highlighted Vineyarders’ experiences with racism, in their own words. Future series will include Islanders talking about substance use issues, food insecurity, climate change, growing old on Martha’s Vineyard, and LGBTQ experiences, among others.

Vineyard Property Values
Publishing 8/11
One of our most anticipated supplements, this annual publication lists the value of every Vineyard property. Available year-round at The MV Times office.

Art Class
Publishing 2/10
A showcase of MVHS student artwork. Many submitted to the Scholastic Art awards.

Graduation
Publishing 6/16
Each year we show off the graduating seniors, along with their speeches and photographs of the ceremonies. Graduation is a significant event on our community-oriented Island, and our supplement is a great opportunity for both businesses and individuals to show your support for our students.

Holiday Happenings
Publishing 12/8
Celebrate holiday fun! This special section includes a handy town-by-town schedule of holiday events, so everyone can plan their holiday activities… and shopping! Distributed in all newspapers and at select locations, and available in time for Christmas in Edgartown.

Voices on RACISM

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MAGAZINES

Printed in full-color with extensive distribution outside our weekly newspaper

Bluedot Living MV
Publishing 2/25, 5/20, 7/28, & 10/15
Features stories about sustainable homes with lush spreads, conversations with Islanders addressing climate change, and easy access to information on how to live a more environmentally friendly life here on Martha’s Vineyard. Departments include travel, events, cars, food, and innovation/design and is printed on recycled stock.

Edible Vineyard
Publishing 5/19, 7/21, 10/7 & 12/9
Martha’s Vineyard’s iconic, beloved food magazine— a celebration of local cuisine! This magazine is filled with stories about our farmers and fishermen, our chefs and home cooks, the kitchens we work in, and the tables we eat at. Get your brand in front of tastemakers who enjoy fine food and fine writing.

Arts & Ideas
Publishing 7/7
Winner of multiple NENPA awards between 2015 and 2019, this magazine showcases the work of artists and writers, and features original essays, articles, excerpts, humor, and a comprehensive listing of art-related events.

Vineyard Visitor
Publishing 1/6, 4/28, 7/14, & 9/1
The Vineyard’s longest-running visitor publication is 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, and insider info.

Island Holidays & Gift Guide
Publishing 11/25
Celebrate the season of giving and tradition! This publication features a guide to all the best there is to give on Martha’s Vineyard, along with stories about our rituals and traditions. Spotlights on Island nonprofits, unique and local gift ideas, and event listings. Additional distribution in all newspapers, Thanksgiving week.
Inserts
Use the distribution of The MV Times to get your survey, appeal, schedule, or special notice to our readers!

Specifications:
- Maximum size (finished, folded piece): 8.5x11"; minimum size: 5.5x8"
- 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
- No perforated material
- Paper stock should be 50# or greater
- Finished, folded piece cannot exceed 8.5x11", and final fold must be on the longest side

Pricing:
- $95 per 1,000 up to 1 ounce
- $105 per 1,000 1.01 to 1.5 ounces
- $115 per 1,000 1.51 to 2 ounces

Deadline:
- 2 weeks prior to insertion date.

These parameters are important to follow, as our printer uses special machinery to get your inserts into papers. It’s possible that inserts that do not meet the criteria can be accommodated with advance notice and an additional charge. Discuss your options with your ad rep!

*The Times offers design services, and can broker the printing. Prices vary; discuss it with your ad rep.

Instructions:
1. Schedule your insert with your MV Times account representative – set the issue date, number of inserts, specify circulation requests, etc.
2. Provide 10 advance copies to the MV Times office at 33 Beach Road, Vineyard Haven. 2 weeks if you have your inserts, 3 weeks if you need design services. 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. Ship your inserts to our printer. 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, then make sure they arrive by 4 pm on the Friday before publication at:
   - Community Newspaper Company
   - 475 Washington Street
   - Auburn, MA 01501
   - Receiving hours: Monday-Friday, 8 am to 4 pm

“Stickies”
Get your message front-and-center with a sticker on the front page above the fold of The MV Times!

Specifications:
- 3x3", full-color sticker pasted only the front page of every paper, above the fold

Pricing: $350 per thousand papers. This includes design, color plates, set-up, printing, shipping, sticking, and distribution

Lead time: We need a minimum of four weeks to allow for design and approvals
Local journalism that works for the whole community.

MVTIMES.COM

The digital destination for all your Island news and happenings

2021 STATS:
Sessions: 5.4 million
Users: 2.6 million
Page Views: 10 million

Other digital advertising options may be available on our additional sites such as bluedotliving.com, ediblevineyard.com & vineyardvisitor.com

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ADVERTISE ON OUR INSTAGRAM
@marthasvineyardtimes

Story posts · Weekly/monthly posts · Permanent posts

We are dedicated to promoting Island businesses. With more than 17k followers and growing, we would like to use our platform to help promote your business and grow your social media accounts.

SOME OF OUR TOP INSIGHTS INCLUDE:
Reel reach: 86.9k · Post reach: 23.7k · Story reach: 3k and growing quickly!
Our Email Newsletter

The Minute: is our weekday email newsletter, delivered to 11,000+ opt-in subscribers, between 40 and 50% of whom open it every day. (The industry average is just 17%)! Subscribers include Islanders, off-Islanders, seasonal residents, and frequent visitors. Ads in the Minute include the option to link to your website, social media accounts, url, or email address.

Got something to promote? Want to expand your reach? Need some support from a graphic designer?

Send your beautifully crafted message directly to our 11,000+ Minute subscribers inboxes. Minute “Takeovers” go to the same people (on- and off-Island) who open our newsletters every day. We will design the campaign for you based on your instruction, send to our opt-in subscriber list on the date and time of your choosing, and then report the analytics so you can track the progress of this valuable advertising tool! These campaigns can include your choice of text, hyperlinks, buttons, clickable photos, polls, videos, and more. With an average 30-50% average open rate, the reach is guaranteed.
GETTING YOUR AD TO THE MV TIMES

E-MAIL:
jenna@mvtimes.com
sharisse@mvtimes.com
adsales@mvtimes.com

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

1. YOU PROVIDE THE AD DIGITALLY

SUBMIT BY E-MAIL OR DROP OFF A FLASHDRIVE AT OUR BEACH ROAD, VINEYARD HAVEN, LOCATION

Acceptable file formats: All Adobe Products – Acrobat (PDF files with fonts embedded), InDesign (INDD or IDML files with accompanying links and fonts included), Illustrator (EPS or AI files), Photoshop (JPG, PNG, TIFF, PSD).

Accepted but not recommended: PowerPoint, Word, Publisher, Excel

Not accepted formats: Freehand, Corel Draw, Paint, Quark

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 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 dpi, select CMYK 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.

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 MVT Times ad sizes (i.e. if the ad is 2 modules 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. Please do not 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 final intended printed image).
• All ads go through a proofing process; 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, 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.

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 can scan art or photographs you provide. The best results come from quality photos, art 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.

POLICIES

Basic Typesetting
MV Times graphic designers will lay out 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 percent 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 percent 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, nonprofit status and special packages, and amounts due will be recalculated. After 90 days no further advertising will be accepted.