



# MEDIA KIT 2024

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



Support a local business while expanding your advertising reach.  
Let us help you create the best strategy to fit your marketing needs.

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## 2024 PUBLICATION CALENDAR

### JANUARY

### FEBRUARY

**2/1** Summer Camps #1  
(Ad deadline 1/26)

### MARCH

**3/7** Summer Camps #2  
(Ad deadline 3/1)

**3/14** Art Class  
(Ad deadline 3/8)

**3/21** Vineyard Visitor #1  
(Ad deadline 3/4)

### APRIL

### MAY

**5/23** Vineyard Visitor #2  
(Ad deadline 5/6)

### JUNE

**6/13** Graduation  
(Ad deadline 6/7)

### JULY

**7/18** Arts & Ideas  
(Ad deadline 6/24)

**7/25** Vineyard Visitor #3  
(Ad deadline 7/22)

### AUGUST

**8/8** Property Values  
(Ad deadline 8/2)

### SEPTEMBER

### OCTOBER

**10/3** Vineyard Visitor #4  
(Ad deadline 9/16)

### NOVEMBER

**11/27** Island Holidays  
+ Gift Guide  
(Ad deadline 11/4)

### DECEMBER

**12/5** Holiday Happenings  
(Ad deadline 12/1)



## PRINT NEWSPAPER

Our awardwinning weekly newspaper publishes every Thursday, is mailed to print subscribers on- and off-Island, and is sold at local newsstands and retail outlets.



For the seventh year in a row The Martha's Vineyard Times has been recognized by the New England Newspaper & Press Association as Newspaper of the Year or been a Distinguished Newspaper of the Year.





## PRINT NEWSPAPER: SPECIAL PAGES

Special pages printed within our three-section weekly paper

**The High School View**

Published weekly according to the school calendar

**BSAC established to promote social justice**

**BSAC established to promote social justice**

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**Freshmen move into school for the first time**

Freshmen move into school for the first time

**SUPPORT The High School View**

and local news

Ad start at just \$50 per page!

Local advertising rates to learn more

**55 Plus**

Can I change my Medicare plan after Open Enrollment?

**ELDER LAW**

The planning you need to qualify for MassHealth

By Arthur P. Bergeron

**Aging Together: Senior Children and Their Parents**

Senior Children (aged 65+) of Parents (65+) with Dementia

**See the THIRWOOD DIFFERENCE**

THIRWOOD LIVING IN A BEAUTIFUL SETTING

ALL INDEPENDENT AND ASSISTED LIVING, BLENDED APARTMENTS FEATURE:

- Beautifully furnished
- 24-hour security
- On-site laundry
- On-site dining
- On-site maintenance
- On-site transportation
- On-site medical services
- On-site pet services
- On-site storage
- On-site laundry
- On-site dining
- On-site maintenance
- On-site transportation
- On-site medical services
- On-site pet services
- On-site storage

### The High School View

Publishing weekly according to the school calendar

The MV Times is proud to be the home of the MVRHS school paper, with stories and photos from the students studying journalism. Advertise in this section to support our junior journalists!

### 55-Plus

Publishing last Thursday each month

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

**Summer Sailing Camp**

Building and maintaining sailing skills

**2023 Summer Tennis Camp**

WELCOME!

**Summer fun**

Attending band camp outdoors is a great way to spend the summer.

**MISTY MEADOWS**

100-year-old farm

**Summer Camps**

Experience the magic

**VINEYARD VISITOR**

Find out more about this can't miss advertising opportunity!

### Summer Camps

Publishing 2/1 and 3/7

Highlighting summer camps and programs, this publication includes listings, features, photos, and advertisements that make it a valuable tool for those who are choosing the best summer experience for their kids!

## PRINT NEWSPAPER: SPECIAL SECTIONS

Sections inserted into our weekly newspaper with added distribution



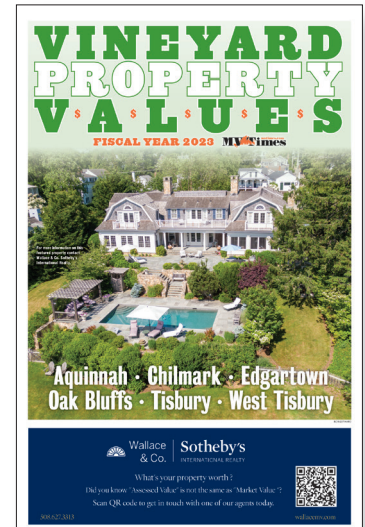
### Graduation Publishing 6/13

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 support for our students.



### Art Class Publishing 3/14

A collaboration between MVRHS and The MV Times showcasing student artwork. It's distributed on newsstands and inserted into The Times print paper.



### Vineyard Property Values Publishing 8/8

Up-to-date property assessments categorized by town, with an overview of real estate activity on Martha's Vineyard. It's delivered to every print subscriber, distributed on our racks across the Island, and available year-round at The Times office.

**'Voices' series**  
Our Voices series features Islanders speaking up about issues in our community. Our inaugural issue highlighted Vineyarders' experiences with racism; future Voices will include those living with disabilities, being a millennial in our community, food insecurity, climate change, and growing old on Martha's Vineyard, among others.



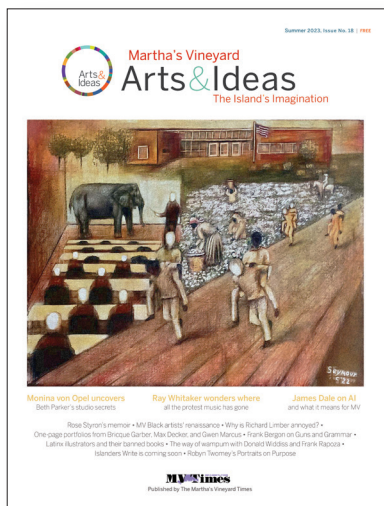
### Holiday Happenings Publishing 12/5

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.



## MAGAZINES

Printed in full color with extensive distribution outside our weekly newspaper



### Arts & Ideas

Publishing 7/18

Celebrating Island artists, authors, creators, and thinkers, Arts & Ideas magazine is filled with excellent photography and thoughtful stories and essays. Its outstanding design makes it a beautiful publication to display at home and at Island art galleries, theaters, and other venues.



### Vineyard Visitor

Publishing 3/21, 5/23, 7/25, & 10/3

The Vineyard's longest-running visitor publication is a glossy full-color magazine distributed free on ferries and on newsstands all over the Island. It features comprehensive dining, nightlife, galleries, activities, directories, trails, maps, and other useful insider information.



### Island Holidays

+ Gift Guide

Publishing 11/27

This glossy, full-color publication features a gift guide, along with stories about our traditions, a spotlight on Island nonprofits, unique gift ideas, and holiday event listings. Island Holidays is distributed in all newspapers, on the ferries, in hotels and inns, and at select retail locations. It is published just in time for Thanksgiving visitors, as well as Black Friday and Support Local Saturday shopping specials!

## Book a Pull-out Insert in the Weekly Paper



### 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 the 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: Base cost for insertion: \$350

\$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  
 Call for pricing for inserts over 2 ounces

### Deadline: 1 week prior to insertion date.

Use 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! \*MV 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. 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:

**Trumbull Printing**  
 205 Spring Hill Rd  
 Trumbull, CT 06611

Receiving hours:  
 Monday-Friday, 9 am to 4 pm  
 Contact: 203-261-2548





Local journalism that works for the whole community.

## MVTIMES.COM

The digital destination for all your Island news and happenings



**mvtimes.com**  
**stats for 2023:**  
**Sessions: 4.5 million**  
**Users: 2.5 million**  
**Page views: 7,527,254**



## ADVERTISE ON OUR INSTAGRAM

**@marthasvineyardtimes**

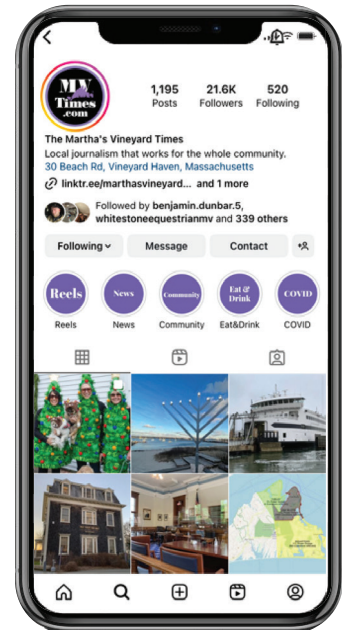
Story posts · Weekly/monthly posts · Permanent posts

The MV Times is dedicated to promoting Island businesses.

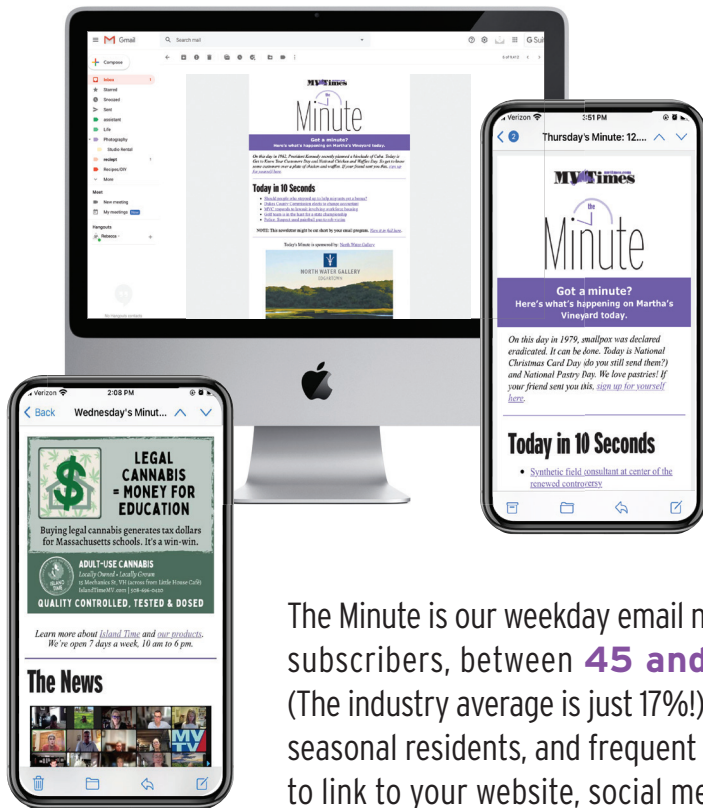
With more than **21k followers** and growing, we would like to use our platform to help promote your social media accounts.

### SOME OF OUR TOP INSIGHTS INCLUDE:

Reel reach: **244k** · Post reach: **20k** · Story reach: **3k**  
**and growing quickly!**



## OUR EMAIL NEWSLETTER



the  
Minute

Up-to-the minute news, features,  
and what's happening on  
Martha's Vineyard.

The Minute is our weekday email newsletter, delivered to **20,000+** opt-in subscribers, between **45 and 60%** 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.

## MINUTE TAKEOVERS

### CUSTOMIZED EMAIL BLASTS BUILT FOR YOU

Send your beautifully crafted message directly to our 20,000+ 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 45-60% open rate, the reach is guaranteed.





## AD SPECIFICATIONS & POLICIES

### GETTING YOUR AD TO THE MV TIMES

#### E-MAIL

jenna@mvtimes.com

sharisse@mvtimes.com

adsales@mvtimes.com

#### 24-HOUR DROP-OFF

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 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.

#### 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 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 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; 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 1.5 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.