



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).



Arts & Ideas Magazine

Martha's Vineyard | Community | Imagination

VINEYARD **PROPERTY** VALUES



vineyardvisitor.com



Vineyard Visitor in-print and on the ferries

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

PUBLISHERS Barbara & Peter Oberfest peter.oberfest@mvtimes.com

ASSOCIATE PUBLISHER Jamie Kageleiry jamie@mvtimes.com

ADDRESS: (Physical) 30 Beach Road, Vineyard Haven, MA 02568 (Mailing) P.O. Box 518, Vineyard Haven, MA 02568

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

<p>WEEKLY DISPLAY ADVERTISING</p>  <h2>NEWSPAPER</h2> <p>NEWS • CALENDAR COMMUNITY REAL ESTATE</p>	<p>REACH TENS OF THOUSANDS OF READERS DAILY ON & OFF-ISLAND</p>  <h2>DIGITAL</h2> <p>MVTIMES.COM VINEYARDVISITOR.COM MVARTSANDIDEAS.COM</p>	<p>THE MINUTE DAILY WEEKDAY NEWSLETTER</p>  <h2>EMAIL</h2> <p>DELIVERED TO THOUSANDS OF SUBSCRIBERS' INBOXES EVERY WEEKDAY</p>
<p>COMMUNITY WORKS GREENING MARTHA • CAMPS 55 PLUS</p>  <h2>SECTIONS</h2> <p>THE BUSINESS PAGE MEET YOUR MERCHANT HOLIDAY HAPPENINGS</p>	<p>THE LOCAL PROPERTY VALUES GRADUATION</p>  <h2>SPECIAL PUBLICATIONS</h2> <p>AG FAIR GUIDE</p>	<p>ARTS & IDEAS EDIBLE VINEYARD</p>  <h2>MAGAZINES</h2> <p>VINEYARD VISITOR & REAL ESTATE ISLAND HOLIDAYS & GIFT GUIDE</p>
 <h2>DIRECTORIES</h2> <p>BUSINESS HEALTH & FITNESS</p>	 <h2>CLASSIFIEDS</h2> <p>AUTO • BOAT • LEGALS HELP WANTED • YARD SALES</p>	 <h2>REAL ESTATE</h2> <p>PRINT & DIGITAL OPPORTUNITIES</p>

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 NUMBERS AT A GLANCE



THE MARTHA'S VINEYARD TIMES

- **Three-time winner** of the **New England Newspaper and Press Association** "Newspaper of the Year" – 2017, 2018, and 2019
- 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



THE MINUTE WEEKDAY DAILY NEWSLETTER

Weekday newsletter delivered to **8,000+** opt-in subscribers

40-50% OPEN RATE
(Industry average = 17%)

Subscribers are Islanders, off-Islanders, seasonal residents, and frequent visitors.



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
COMPRISES 60 MODULES.**

**Combine modules to build
your ad and deliver**

**YOUR MESSAGE,
WITH IMPACT!**

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

ONE SQUARE = 1 MODULE

AD RATES

DISPLAY ADVERTISING

Weekly Newspaper Rates

1 module	\$80
2-19 modules	\$70/module
20-29 modules	\$60/module
30-59 modules	\$50/module
Full Page	\$2,400

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!

film society

Thursday 7/6 THE BEQUILLED 7:30
Friday 7/7 THE HERO 7:30
Saturday 7/8 THE BEQUILLED 7:30
Sunday 7/9 THE HERO 7:30
Monday 7/10 THE BEQUILLED 7:30
Tuesday 7/11 I AM NOT YOUR NEGRO 7:30
Wednesday 7/12 THE BEQUILLED 7:30
Thursday 7/13 GILBERT & SULLIVAN'S THE MIMADO 7:30

capawock

THURSDAY 7/6
CAPAWOCK 7:30
FRIDAY 7/7
CAPAWOCK 7:30
SATURDAY 7/8
CAPAWOCK 7:30
SUNDAY 7/9
CAPAWOCK 7:30

strand

THURSDAY 7/6
STRAND 7:30
FRIDAY 7/7
STRAND 7:30
SATURDAY 7/8
STRAND 7:30
SUNDAY 7/9
STRAND 7:30

**See you at the
Tisbet Fair**

WIN SALE inventory
50-75% off...
Open daily 10am-5pm
mvtimes.org

**THE MARTHA'S VINEYARD
FILM FESTIVAL**

Mon. July 10
7:30pm
The Martha's Vineyard Film Festival
Cinema Society Guild

THE WORK

7:30pm
The Work
Cinema Society Guild

CINEMA CIRCUS

7:30pm
Cinema Circus
Cinema Society Guild

DINA

7:30pm
Dina
Cinema Society Guild

GRANGE EXCHANGE

7:30pm
Grange Exchange
Cinema Society Guild

REEL PICKS

July 6, 2017

Sam Elliott plays a washed-up movie star in 'The Hero'
By Brooks Roberts

AT METERS DOWN (PG-13)
Two sailors vacationing in Mexico are trapped in a dark cave at the bottom of the ocean in this thriller. With less than an hour of oxygen left and great white sharks circling nearby, they must fight to survive. Starring Mandy Moore, Claire Holt, and Jeffrey Webb.

Baby Driver (R)
After being coerced into working for a crime boss, a young getaway driver takes part in a heist doomed to fail. Starring Ansel Elgort, Jonny Lee Miller, and Jon Hamm.

Can't Stop (R)
Cannabised by a new generation of stoner fest fakers, the legendary Lightning McQueen suddenly pointed out of the sport he loves. He sets out to prove to a new generation of racers that he's still the best driver on the wheel in this animated action adventure. Starring the voices of Owen Wilson, Cristin Allen, and Tracy Cooper.

Deadpool 2 (PG)
Gru meets his long-lost, screaming, cheer-led, and more successful twin brother Dru, who wants to team up with him for one last criminal heist in this funny animated sequel. Starring the voices of Ryan Murphy, Kevin Will, and Steve Carr.

Jaws (PG)
The classic Vineyard star returns. Peter Brooker's story, filmed on the Vineyard, is directed by Steven Spielberg and starring Roy Scheider, Robert Shaw, and Richard Dreyfuss, who once again have every thing to lose before they jump into the ocean.

Spider-Man: Homecoming (PG-13)
Peter Parker attempts to balance his high school career with his career as the web-slinging superhero Spider-Man. Starring Tom Holland, Michael Keaton, and Robert Downey Jr.

The House (R)
A dad connects his friends to start an illegal casino in his basement after he and his wife spend their daughter's college fund. Starring Jay Mohr, Jeremy Renner, Amy Poehler, and Nick Kroll.

Wonder Woman (PG-13)
Before she was Wonder Woman, she was Diana, princess and warrior of the Amazons. Trained warrior. When a plot to destroy the world is set in motion, she must rise to the occasion in the outside world. The movie comes from a fight to war to end all wars, discovering her powers and true identity. Starring Gal Gadot, Chris Pine, and Robin Wright.

Published by
The MV Times Corporation
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mvtimes.com

NEWSPAPER AD PRICING BY MODULE



	1.615" 1 MODULE WIDE	3.337" 2 MODULES WIDE	5.061" 3 MODULES WIDE	6.784" 4 MODULES WIDE	8.507" 5 MODULES WIDE	10.225" 6 MODULES WIDE
1 Mod high 1.488"	\$80 \$112/color 1 mod	\$140 \$196/color 2 mods	\$210 \$294/color 3 mods	\$280 \$392/color 4 mods	\$350 \$490/color 5 mods	\$420 \$588/color 6 mods
2 Mod high 3.063"	\$140 \$196/color 2 mods	\$280 \$392/color 4 mods	\$420 \$588/color 6 mods	\$560 \$784/color 8 mods	\$700 \$980/color 10 mods	\$840 \$1,176/color 12 mods
3 Mod high 4.639"	\$210 \$294/color 3 mods	\$420 \$588/color 6 mods	\$630 \$882/color 9 mods	\$840 \$1,176/color 12 mods	1/4 pg Horizontal \$1,050 \$1,470/color 15 mods	\$1,260 \$1,764/color 18 mods
4 Mod high 6.215"	\$280 \$392/color 4 mods	\$560 \$784/color 8 mods	\$840 \$1,176/color 12 mods	\$1,120 \$1,568/color 16 mods	\$1,200 \$1,680/color 20 mods	\$1,440 \$2,016/color 24 mods
5 Mod high 7.791"	\$350 \$490/color 5 mods	\$700 \$980/color 10 mods	1/4 pg Vertical \$900* \$1,260/color 15 mods	\$1,200 \$1,680/color 20 mods	\$1,500 \$2,100/color 25 mods	1/2 pg Horizontal \$1,500* \$2,100/color 30 mods
6 Mod High 9.367"	\$420* \$588/color 6 mods	\$840 \$1,176/color 12 mods	\$1,260 \$1,764/color 18 mods	\$1,440 \$2,016/color 24 mods	1/2pg \$1,500* \$2,100/color 30 mods	\$1,800 \$2,520/color 36 mods
7 Mod High 10.94"	\$490 \$686/color 7 mods	\$980 \$1,372/color 14 mods	\$1,260 \$1,764/color 21 mods	\$1,680 \$2,352/color 28 mods	\$1,750 \$2,450/color 35 mods	\$2,100 \$2,940/color 42 mods
8 Mod High 12.52"	\$560 \$784/color 8 mods	\$1,120 \$1,568/color 16 mods	\$1,440 \$2,016/color 24 mods	\$1,600 \$2,240/color 32 mods	\$2,000 \$2,800/color 40 mods	X Full page rate 48 mods
9 Mod High 14.095"	\$603 \$844.20/color 9 mods	\$1,260 \$1,764/color 18 mods	\$1,620 \$2,268/color 27 mods	\$1,800 \$2,520/color 36 mods	X Full page rate 45 mods	X Full page rate 54 mods
10 Mod High 15.67"	\$700 \$980/color 10 mods	\$1,200 \$1,680/color 20 mods	1/2pg Vertical \$1,500* \$2,100/color 30 mods	\$2,000 \$2,800/color 40 mods	X Full page rate 50 mods	Full Page \$2,400* \$3,360/color 60 mods

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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

2-19 modules = \$70/mod

6 MODULES

2 mods wide x 3 mods high
(3.337"W x 4.639"H)

$\$70 \times 6 = \420

4 MODULES

(3.337"W x 3.063"H)
2 mods wide x 2 mods high

$\$70 \times 4 = \280

15 MODULES 1/4 page

3 mods wide x 5 mods
(5.061"W x 7.791"H)

Special pricing:

$\$60 / \text{mod} = \900 (a savings of \$150)

2 MODULES

(1.615"W x 3.063"H)
1 mod wide x 2 mods high

$\$70 \times 2 = \140

**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)

IN-PAPER SPECIAL SECTIONS



Greening Martha
Life of a Tree: The Edgartown red maple

Sponsorship Opportunity

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
Noshing with neighbors
Community supports keep plates full and hearts warm.

Sponsorship Opportunity

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
The BRAVE Act
On August 18, Governor Baker signed the BRAVE Act. Highlights from the BRAVE Act include:

- April 15 is National Older Americans Resource Week.
- August 18 is National Older Americans Resource Week.
- August 18 is National Older Americans Resource Week.

Sponsorship Opportunity

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
CAMP
This special section highlights summer camp and program options, and is a valuable tool for parents choosing the best experience for their kids.

Sponsorship Opportunity

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
Where businesses share their stories
Colonial Reproductions
Forty years of getting the details right.

Sponsorship Opportunity

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
Made on MVY features products created in Martha's Vineyard and is sponsored by the artisans and businesses located here. Want to be included in our next issue? Email Danielle@mvtimes.com.

Sponsorship Opportunity

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

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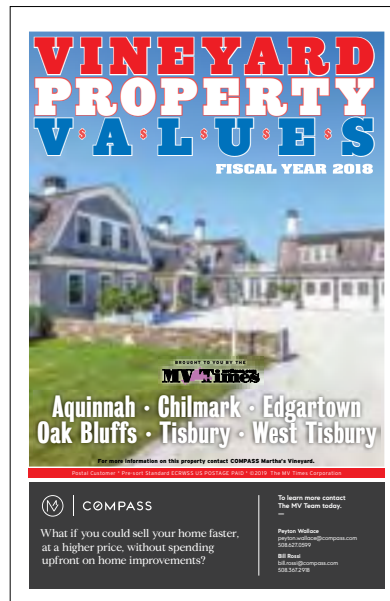
SPECIAL PUBLICATIONS

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.



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.



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.



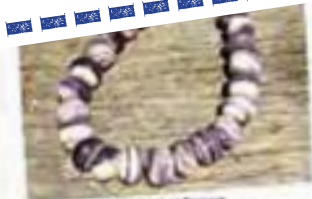
Holiday Happenings Publishes Dec. 10

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.



What do YOU make on MVY?

Check it out at mvtimes.com/made-on-mvy



Beaded Necklace

The beaded necklace is made of purple and white beads. It is a simple design that can be worn with a variety of outfits. The beads are made of glass and are available in a variety of colors and sizes. The necklace is made of a cord and is easy to wear. It is a great accessory for any outfit.



Coasters

The coasters are made of wood and are decorated with a variety of patterns. They are a great way to protect your furniture from water damage. They are also a great way to add a touch of style to your home. The coasters are made of a variety of woods and are available in a variety of colors and patterns.



Jam and Honey

The jam and honey are made from local ingredients. They are a great way to support local farmers and producers. They are also a great way to add a touch of flavor to your food. The jam and honey are made of a variety of fruits and are available in a variety of flavors.



Tote Bag

The tote bag is made of cotton and is decorated with a floral pattern. It is a great way to carry your groceries or other items. It is also a great way to add a touch of style to your outfit. The tote bag is made of a variety of colors and patterns.



Salad

The salad is made of a variety of vegetables and is a great way to get your daily dose of vitamins. It is also a great way to add a touch of color to your meal. The salad is made of a variety of vegetables and is available in a variety of flavors.



Bag

The bag is made of cotton and is decorated with a pink and white striped pattern. It is a great way to carry your groceries or other items. It is also a great way to add a touch of style to your outfit. The bag is made of a variety of colors and patterns.



Pillows

The pillows are made of cotton and are decorated with a variety of patterns. They are a great way to add a touch of style to your home. The pillows are made of a variety of colors and patterns.



Earrings

The earrings are made of wood and are decorated with a blue and white pattern. They are a great way to add a touch of style to your outfit. The earrings are made of a variety of colors and patterns.



Rings

The rings are made of wood and are decorated with a variety of patterns. They are a great way to add a touch of style to your outfit. The rings are made of a variety of colors and patterns.

Publication Dates:

April 9, May 21,
August 13, Oct. 8

\$250 for one

\$400 for two

\$500 for three

\$600 for four



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



The Local
highlights Island living,
in Island homes and gardens,
focusing on real estate and
design businesses, trends,
and traditions.

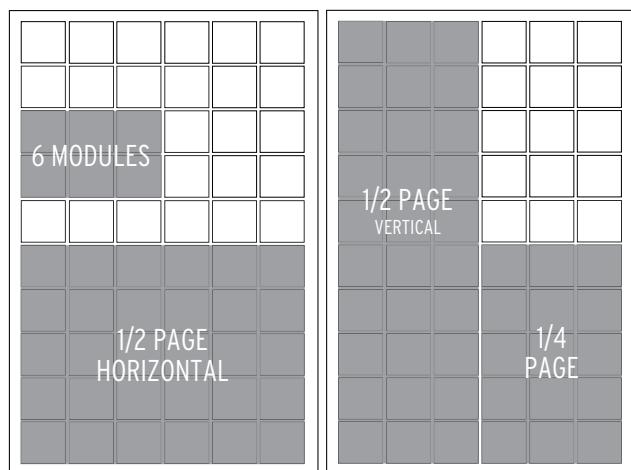
2020 PUB DATES:

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



PRICING	BW	COLOR
6 MODS (ROUGHLY 1/8 PG)	\$420	\$588
1/4 PG	\$630	\$882
1/2 PG	\$1000	\$1,400
FULL PG	\$1,600	\$2,240

BOOK 2 ISSUES: GET 10% OFF

BOOK 3 ISSUES: GET 15% OFF

BOOK 4 ISSUES: GET 20% OFF

PREPAY AND SAVE 5%

SPECIAL PUBLICATIONS



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.

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VINEYARD **PROPERTY** VALUES

aka **"The TAX GUIDE"**

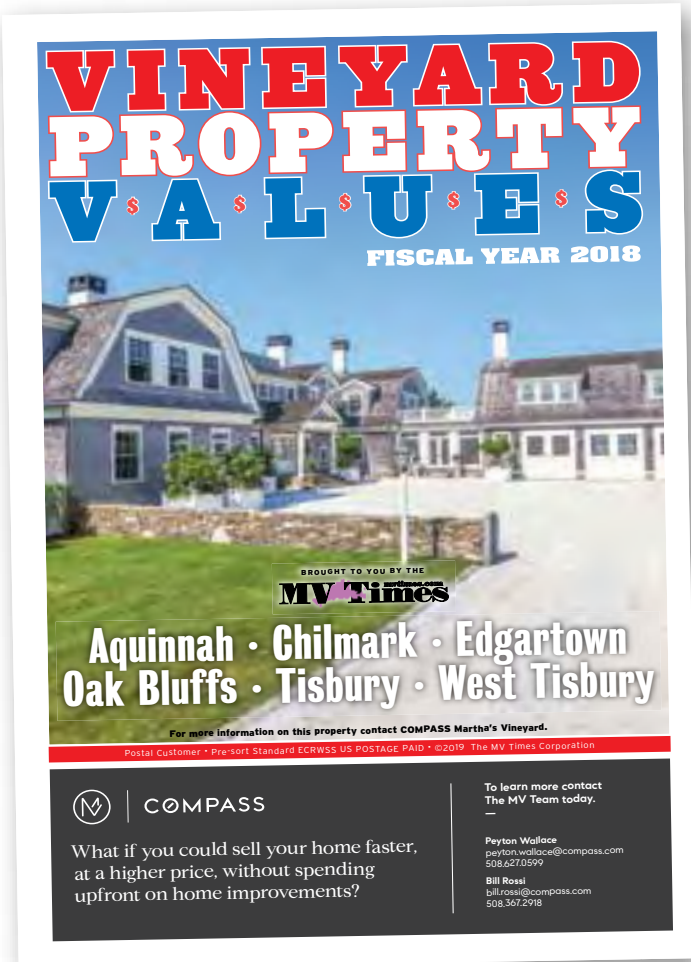
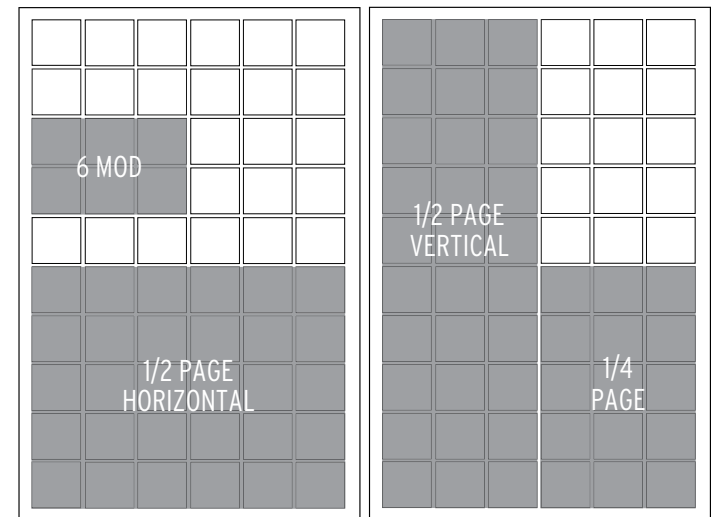
In every mailbox **August 6th**

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

PRICING	BW	COLOR
6 MODS (ROUGHLY 1/8 PG)	\$420	\$588
1/4 PG	\$630	\$882
1/2 PG	\$1,000	\$1,400
FULL PG	\$1,600	\$2,240
~ 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



MV TIMES PRE-PRINTED INSERTS

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:

- PLACE YOUR INSERT REQUEST** with your MV Times account representative (issue date, number of inserts, circulation requests).
- 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:

- 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 -

- 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



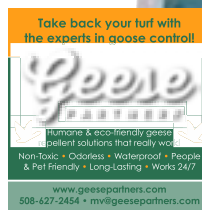
FRONT AND CENTER WITH FRONT PAGE STICKIES

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.



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86 community

January 11, 2011 **MYTimes**

BUSINESS DIRECTORY

SPOTLIGHT

APPLIANCE REPAIR

ASAP APPLIANCE REPAIR

Same Day & PM Service Available
7 days/Week
Great service - Rates \$60
All Labor & Parts Guaranteed
24 hours Emergency
Toll free
800-663-7941
Office hours: 7AM-5PM

CONSTRUCTION

EAST COAST

Building & Remodeling

Chapel Hill & Carrboro
Licensed General Contractors
800-693-6139
eastcoastny@gmail.com
Fax: 919-267-1143 100-C 100-00

MARQUES CARPENTRY

1400 S. Market Street
Raleigh, NC 27601
Building, Remodeling, Decks
Removals, Painting, Drywall
Removals, Siding, Windows
800-958-5122
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Avoid Ice Dams this Winter!

Schedule Gutter Cleanings now.

McElhenney Seamless Gutters
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400 S. Lakeside Drive, Durham, NC

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ART SUPPLIES

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New Bicycles

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Huge Parts Selection
Accessories

Free Bikes

ADVERTISE IN THE MY TIMES BUSINESS DIRECTORY

CALL FOR DETAILS: 800-693-6110

Ads start at \$36

MELMINNEY SEAMLESS GUTTERS

Cleaning & Repair

FREE ESTIMATES

1-module ad

\$38/week

\$152 in a month
w/ 4 Thursdays

\$190 in a month
w/ 5 Thursdays

1.615" w x 1.488" h

2-module ad

\$55/week

\$220 in a month
with 4 Thursdays

\$275 in a month
with 5 Thursdays

1.615" w x 3.063" h

BQ community

HEALTH + FITNESS D I R E C T O R Y

January 11, 2014 | **NUTRITION**

ASTROLOGY

ARJAN WISE Astrologer

Read my tarot
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Gatherine Keller MSW, LICSW
20 Years Professional Experience
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One On One • Individual • Couples
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WHAT IS Astrology?

Sorpy attend Astrology is the study of the positions of the Sun, Moon and planets and how their cycles correspond to what is happening for individuals as they experience their daily lives.

Over your life perspective into how you function and how you communicate, how you relate to others and ourselves you in your daily life.

Last Astrology helps you sort out current events in your life and give you insight into how to navigate changes and challenges before you.

Astrology is a wonderful tool and guide for our lives. Try a consultation and experience it all! Personal or corporate work and teaching!

Kathie Gibbs
Phone: 502-435-8021
for an appointment or more information.
Citties, Nevada and get certification via mailings.

NUTRITION

25 Years Experience

Nutrition Consulting & Medical Nutrition Therapy

Let's be healthy you:
• Low weight loss
• Lower blood pressure
• Blood sugar and cholesterol
• Menstrual cycle disorders
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Also offering:
• Book for babies
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READ THE FUTURE WITH YOUR ONLINE: mvtimes.com

PSYCHOLOGY

Rummey Z. Silverman, PhD.
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Specializing in:
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• Intercultural Studies
• Legal Issues
• Life-Span Development
• Multicultural Issues
• Non-Profit Management
• Public Administration
• Social Work
• Teaching
• Women's Studies
• Youth Services
• Aging Services
• Disability Services
• Environmental Health
• Food Systems
• Globalization
• Health Care Reform
• Human Rights
• International Law
• International Relations
• International Trade
• Labor Relations
• Law
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PERMANENT HAIR REMOVAL
In other 20 years of experience
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Present completed
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in less than
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THE LOCAL

Have you read it yet?

The Local is packed with stories of the way locals live, at home, at work, how we eat, dress, go healthy, and get on the local scene. In addition to this book 506-693-6100 and press 2 to speak to an ad rep.

3-module ad

\$77/week

\$308 in a month
with 4 Thursdays

\$385 in a month
with 5 Thursdays

1.615" w x 4.639" h

BUSINESS DIRECTORY
HEALTH & FITNESS DIRECTORY

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.

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 mvtimes.com

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

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

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!

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)

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 mvtimes.com

VINEYARD VISITOR



A Comprehensive Guide for Vineyarders and Vacationers



AD DIMENSIONS

TRIM SIZE/ SIZE OF BOOK	9.00"w	x 10.875"h
FP BLEED	9.25"w	x 11.125"h
FP Floats on page with white border	8.00"w	x 9.75"h
2-Page Spread	17.00"w	x 9.75"h
1/2P V	3.925"w	x 9.75"h
1/2P H	8.00"w	x 4.8"h
1/4P	3.925"w	x 4.8"h
1/8P H	3.925"w	x 2.325"h
1/8P V	1.9"w	x 4.8"h

ASK US ABOUT OUR
MAP PAGE AD RATES

Volume discounts can reduce your costs by as much as
25%. Pre-pay for your ad and save even more!



Vineyard Visitor Ad Rates (before pre-pay discounts)

	1 issue	2 issues (each)	3 issues (each)	4 issues (each)	ISSUE 5	
					Winter add-on	Winter stand-alone
Full Page	\$ 1,850	\$ 1,665	\$ 1,575	\$ 1,480	\$345	\$500

PREMIUM ADS & PREMIUM PLACEMENT

Inside front OR Back cover	\$ 2,500	\$2,250	\$ 2,125	\$2,000	\$470	\$900
Page 1	\$ 2,500	\$2,250	\$ 2,125	\$2,000	\$470	\$900
Page 2 (facing Contents)	\$ 2,000	\$1,800	\$ 1,700	\$ 1,600	\$375	\$750
Back cover	\$ 3,000	\$2,700	\$2,550	\$2,400	\$290	\$1,125

Additional Ad Sizes

2-Page spread	\$ 2,775	\$2,450	\$2,360	\$ 2,220	\$520	\$750
1/2 Page	\$ 1,500	\$ 1,350	\$ 1,275	\$ 1,200	\$280	\$375
1/4 Page	\$ 1,200	\$1,080	\$ 1,020	\$ 960	\$225	\$250
1/8 Page	\$ 600	\$ 540	\$ 300	\$ 250	\$200	\$225

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

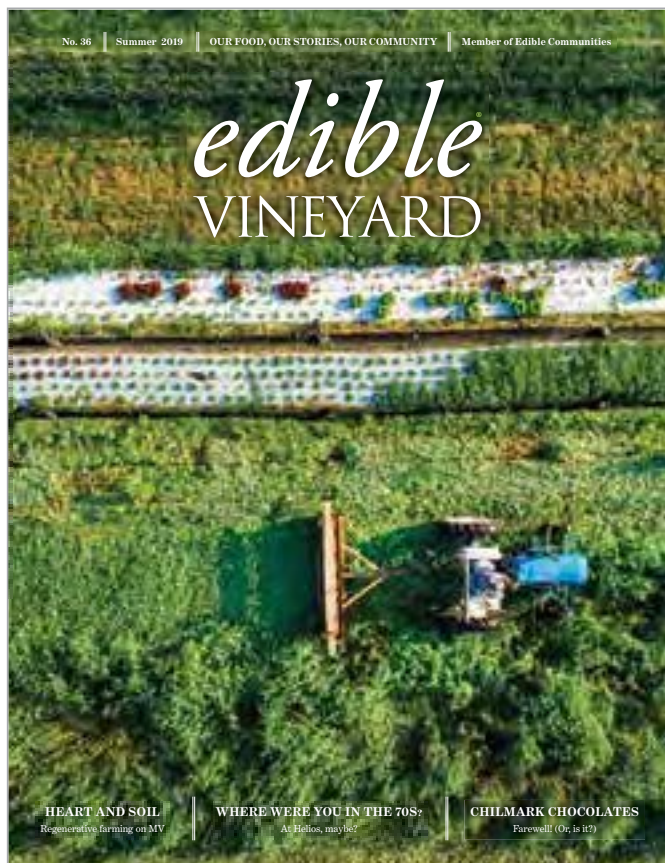
MVTimes mvtimes.com

[illegible]



EDIBLE VINEYARD

Martha's Vineyard's beloved food magazine



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

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

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MVTimes

A kinda-sorta bar in a kinda-sorta dry town

At Chilmark Tavern, owner Jenna Petersiel reminds us to BYOB—or not.

Words: Brittany Boudier Images: Gabriela Mancini

It's a little bit of a bar, it's a little bit of a dry town. At Chilmark Tavern, owner Jenna Petersiel reminds us to BYOB—or not.

Words: Brittany Boudier Images: Gabriela Mancini

It's a little bit of a bar, it's a little bit of a dry town. At Chilmark Tavern, owner Jenna Petersiel reminds us to BYOB—or not.

Words: Brittany Boudier Images: Gabriela Mancini

There's nothing boring about being a boozeless on-island bar. Each item tastes perfect alone, or can be enjoyed with a few suggested cocktails — you just have to bring them yourself.

Words: Brittany Boudier Images: Rachel Reid

Heart and soil

Words: Brittany Boudier Images: Rachel Reid

Two island farms go no-till or low-till, laying the groundwork for a regenerative future on Martha's Vineyard.

Thimble Farm, Vineyard Haven

Words: Brittany Boudier Images: Rachel Reid

Corn off the cob

Nothing else quite says "Summer is here!" like corn does.

Words and Images: Tina Miller

Corn is a staple of summer, and it's a staple of Martha's Vineyard. It's a staple of the island's food scene, and it's a staple of the island's culture. It's a staple of the island's history, and it's a staple of the island's future.

Corn tips

Words: Tina Miller

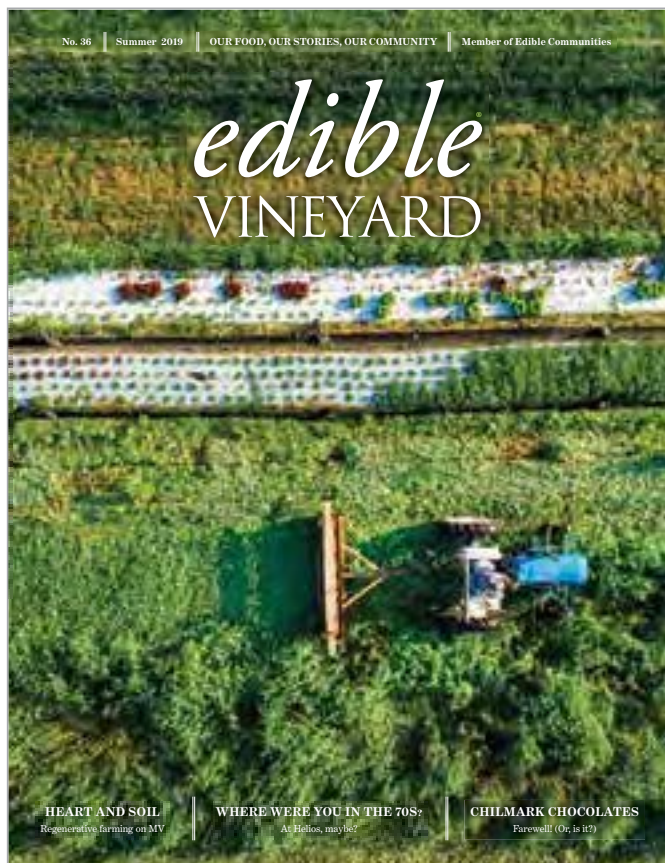
1. Choose a corn that is ripe and ready to eat. Look for a corn that is yellow and has a sweet smell. 2. Cook the corn in a pot of water for 10-15 minutes. 3. Drain the corn and serve it with butter and salt. 4. You can also grill the corn over a charcoal fire. 5. Try adding different seasonings to the corn, such as chili powder, cumin, and lime juice. 6. Corn is a versatile vegetable that can be used in many different ways. 7. It can be eaten on the cob, in soups, and in salads. 8. Corn is a healthy food that is full of nutrients. 9. It is a good source of fiber and protein. 10. Corn is a delicious food that everyone enjoys.

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



EDIBLE VINEYARD

Martha's Vineyard's beloved food magazine



2020 PUBLICATION DATES:
SPRING (JUNE 4) • SUMMER (JULY 23) • HARVEST (OCT. 8)

RATES (premium placement available)

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

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mvtimes.com
MVTimes

A kinda-sorta bar in a kinda-sorta dry town

At Chilmark Tavern, owner Jenna Petersiel reminds us to BYOB—or not.

Words: Brittany Boudier Images: Gabriela Mancini

It's a warm, sunny day in the heart of Chilmark, and Jenna Petersiel is standing in the kitchen of her new bar, Chilmark Tavern. She is wearing a white apron over a dark shirt, and she is smiling as she looks at the camera. The kitchen is filled with various bottles and ingredients, and the atmosphere is casual and inviting.

Jenna Petersiel is the owner of Chilmark Tavern, a new bar in Chilmark, Massachusetts. She is a local resident and a passionate advocate for the local food and drink scene. She has created a space that is both a bar and a community hub, offering a variety of locally sourced food and drink options.

Chilmark Tavern is a new bar in Chilmark, Massachusetts. It is a place where the community can gather and enjoy locally sourced food and drink. The bar is owned by Jenna Petersiel, who is a local resident and a passionate advocate for the local food and drink scene.

Chilmark Tavern is a new bar in Chilmark, Massachusetts. It is a place where the community can gather and enjoy locally sourced food and drink. The bar is owned by Jenna Petersiel, who is a local resident and a passionate advocate for the local food and drink scene.

There's nothing boring about being a boxless on-island bar. Each item tastes perfect alone, or can be enjoyed with a few suggested cocktails—you just have to bring them yourself.

Words: Brittany Boudier Images: Rachel Reid

There's nothing boring about being a boxless on-island bar. Each item tastes perfect alone, or can be enjoyed with a few suggested cocktails—you just have to bring them yourself.

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Heart and soil

Words: Brittany Boudier Images: Rachel Reid

Heart and soil is a new book by Rachel Reid, a local resident and a passionate advocate for the local food and drink scene. The book is a collection of recipes and stories that celebrate the local food and drink scene.

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Thimble Farm, Vineyard Haven

Words: Brittany Boudier Images: Rachel Reid

Thimble Farm, Vineyard Haven is a new farm in Vineyard Haven, Massachusetts. It is a place where the community can gather and enjoy locally sourced food and drink. The farm is owned by Rachel Reid, who is a local resident and a passionate advocate for the local food and drink scene.

Thimble Farm, Vineyard Haven is a new farm in Vineyard Haven, Massachusetts. It is a place where the community can gather and enjoy locally sourced food and drink. The farm is owned by Rachel Reid, who is a local resident and a passionate advocate for the local food and drink scene.

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Corn off the cob

Nothing else quite says "Summer is here!" like corn does.

Words and Images: Tina Miller

Corn off the cob is a new recipe by Tina Miller, a local resident and a passionate advocate for the local food and drink scene. The recipe is a collection of recipes and stories that celebrate the local food and drink scene.

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Corn tips

Words: Brittany Boudier Images: Rachel Reid

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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 mvtimes.com

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:** mvtclassifieds@mvtimes.com

MVTimes 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 yea-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.

The New England Newspaper and Press Association (NENPA) named VINEYARDVISITOR.COM the best overall niche website for 2016.

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

the Minute

WEEKDAY DAILY NEWSLETTER

Devoted to up-to-the minute news, features, and happenings on Martha's Vineyard

8,000+ opt-in subscribers

40-50% OPEN RATE

(22% above industry benchmark)

Subscribers include Islanders, off-Islanders, seasonal residents, and frequent visitors.



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.



Main sponsor starts at **\$250** per insertion



Sponsored posts **\$100** per insertion



Sponsored posts **\$100** per insertion



Banner ads **\$100** per insertion



Coupon ads **\$50** per insertion



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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

MYTimes mvtimes.com

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 ad files 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 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 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 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 1.5% 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.