

MediaKit 2014





The MV Times puts your advertising message in front of more Martha's Vineyard readers than any other publication.

The Martha's Vineyard Times is a 29 year old, independent weekly newspaper serving the Island of Martha's Vineyard, delivered to every postal customer on the Island, most hotels and inns, and sold at newsstands and select retail outlets across the Vineyard and in Woods Hole. With flexible color offerings, section cover positioning, and a wide range of special supplemental publications, advertisers have a wide range of options to reach our unique Vineyard audience.

On the web, mvtimes.com is the Island's leading source for daily breaking news, top stories and upcoming events - annually receiving +2.7M visits, +860K unique visitors, and has grown at a +20% rate for 4 years in a row.

As advertising costs and choices continue to increase, The Times continues to provide advertisers with the most value for their dollars. No other publication or venue provides a more effective means of putting your message in front of Island visitors and seasonal and year round residents.

2014 MV TIMES CIRCULATION

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



MODULES

The Times employs a modular system for display advertising.

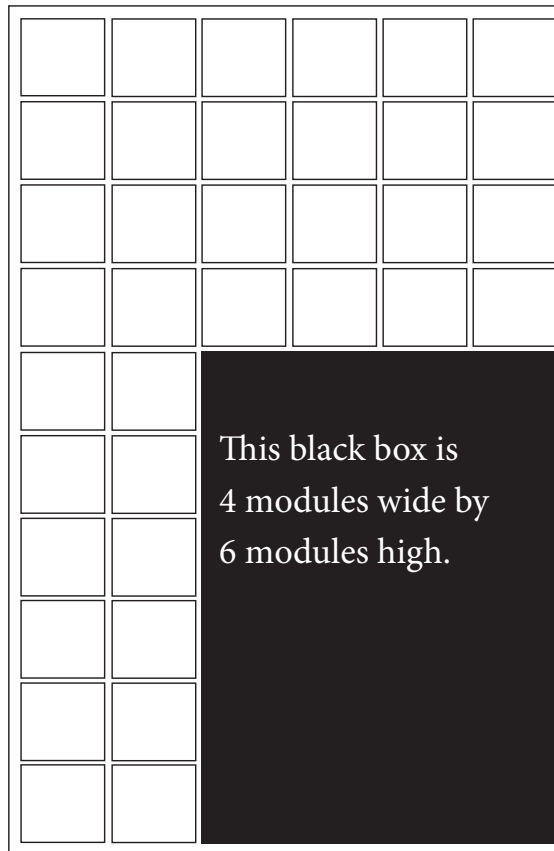
Modules are an alternative way of measuring column inches.

*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
message economically and with impact.

EACH SQUARE IS A MODULE



AD RATES: ROP



ROP: RUN OF PAPER DISPLAY ADVERTISING

YOUR MESSAGE, WITH IMPACT!

The Times employs a modular system
for display advertising.

Each printed page contains 60 modules.

Combine modules to build your message economically
and with impact.

1 module	_____	\$70
2-15 modules	_____	\$57/module
16-59 modules	_____	\$52/module
1/2 Page	_____	\$1,300
Full Page	_____	\$2,200

COLOR: ADD 30%

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

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

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

Non-profit discount: 10% (must provide tax id #)



SAMPLE SIZES

2-15 modules = \$57/mod

6 MODULES

(3.337"W x 4.639"H)

2 mods wide x 3 mods high

$\$57 \times 6 = \342

15 MODULES

1/4 page (5.061"W x 7.791"H)

3 mods wide x 5 mods high

$\$57 \times 15 = \855

2 MODULES

(1.615"W x 3.063"H)

1 mod wide x 2 mods high

$\$57 \times 2 = \114

4 MODULES

(3.337"W x 3.063"H)

2 mods wide x 2 mods high

$\$57 \times 4 = \228





AD RATES: CLASSIFIEDS

**SUBMIT ONLINE FOR DISCOUNTED RATES
AND TO SEE YOUR AD APPEAR RIGHT AWAY!**

www.mvtimes.com/classifieds/

Contact Bridget Palmieri: class@mvtimes.com · 508-693-6110

WORDS	1 WEEK	2 WEEKS	3 WEEKS	4 WEEKS	10 WEEKS	YEAR
1 to 20	\$22	\$40	\$50	\$57	\$110	\$520
-You Submit Online!	\$20	\$36	\$45	\$51	\$100	\$470
21 to 35	\$28	\$50	\$63	\$73	\$140	\$665
-You Submit Online!	\$25	\$45	\$57	\$66	\$126	\$600
36 to 50	\$35	\$63	\$79	\$91	\$175	\$850
-You Submit Online!	\$32	\$57	\$71	\$82	\$153	\$765
Over 50	\$.65/word	\$.59	\$.50	\$.45	\$.33	\$.30
-You Submit Online!	\$.60	\$.53	\$.45	\$.40	\$.30	\$.27

DISPLAY ADVERTISING

One Module: \$70

2-15 Modules: \$57/Module

Auto, Boat, Truck, Motorcycle Special

-Private Parties Only-

\$75 for 8 weeks and add a photo for free.

Up to 30 words. You provide the photo.

Free Lost and Found

Lost and found ads run for four weeks.

There is a 20 word limit.

Free Bargain Box

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

\$.55/word

You Submit Online! \$.35/word

Add a photo \$12/week

Add a border \$5/week

NO REFUNDS - CONTRACT PRICES

STOP AD ANYTIME - CONTRACT RATE STILL APPLIES

(Example: Select 10 Weeks - pay for 10 weeks, cancel before 10 weeks - contract rate of 10 weeks applies)



BUSINESS DIRECTORIES



1 module ad

\$30/week

\$120 in a month
w/ 4 Thursdays
\$150 in a month
w/ 5 Thursdays
1.615" w x 1.488" h

2 module ad

\$45/week

\$180 in a month
with 4 Thursdays
\$225 in a month
with 5 Thursdays

1.615" w x 3.063" h

3 module ad

\$65/week

\$260 in a month
with 4 Thursdays
\$325 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.

NAME OF YOUR BUSINESS _____

AD CATEGORY (i.e. "Construction" or "Cleaning") _____

CONTACT NAME _____

BILLING ADDRESS _____

BUSINESS PHONE _____ FAX: _____

EMAIL _____

PLEASE READ AND SIGN BELOW

- I understand that my ad will run in 1 month increments in the MV Times Directory until I call to cancel it.
- I understand that I must pay for the first 4 weeks in advance, and that my credit/debit card will be charged weekly until I call to cancel my ad.

Signed _____ Date _____

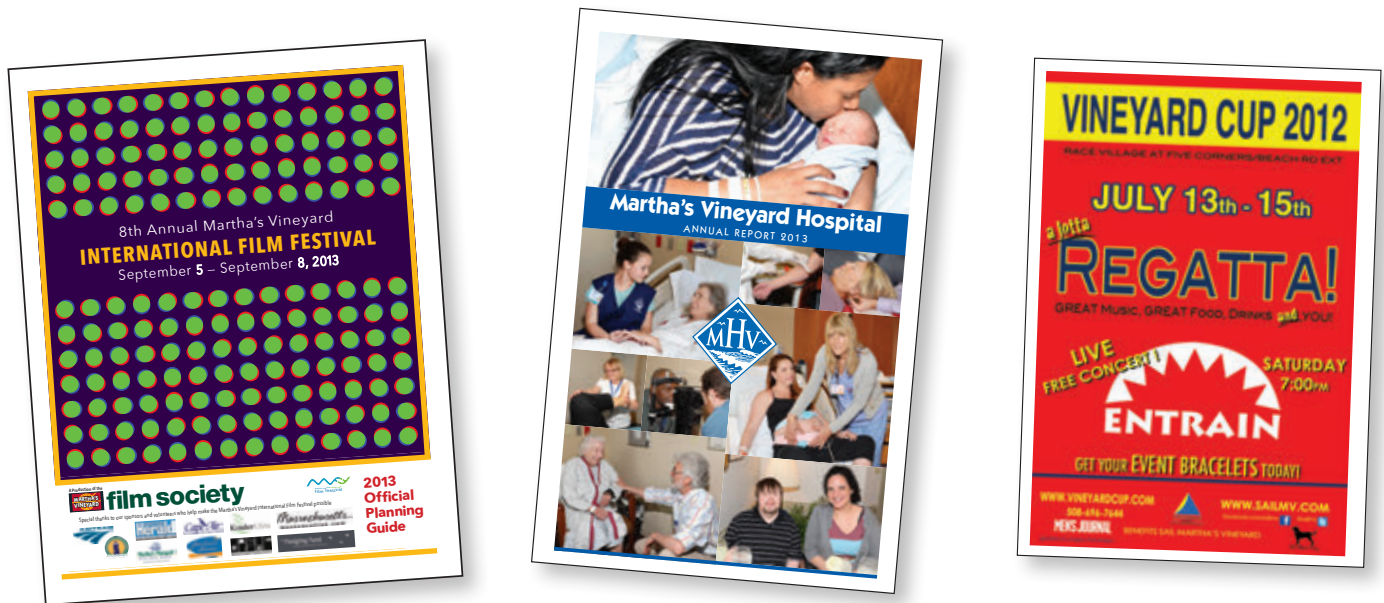


COMMUNITY REPORTS

A Unique Way To Share Your Brand with the Island!

Your own customized advertising section, completely unique to your business, with four full color pages to tell your whole story.

- **Achieve genuine differentiation in a crowded market.**
- **Get a content-rich message out to an Island-wide audience.**
- **Share your true Mission Statement with the Island Community.**



Partner your intimate business and market knowledge with our strategic design and production assistance to obtain total market coverage.

Call Carrie or Danielle, for pricing. 508-693-6100 (ext 2)



PRE-PRINTED INSERTS

You create your own flier, we get it into the newspaper and delivered islandwide.

PLEASE NOTE:

- The Times does not print the inserts; the advertisers must supply the printed items.

SPECIFICATIONS: Max size: 8.5" x 11" ~ Min size: 5.5" x 8"

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

PRICING (does not include the cost of printing)

- \$85 per 1,000 up to 1 ounce
 - \$95 per 1,000 1.01 to 1.5 ounces
 - \$105 per 1,000 1.51 to 2 ounces
- (Call for pricing for inserts over 2 ounces.)

INSTRUCTIONS:

- 1. PLACE YOUR INSERT REQUEST** with your MV Times account representative (issue date, number of inserts, circulation requests).
- 2. PROVIDE TEN (10) ADVANCE COPIES*** of your inserts by 3:30 pm, Friday prior to publication to **The Martha's Vineyard Times, 30 Beach Rd, Vineyard Haven.**
*Optional. The advance copies allow us to check the weight and specs 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.**
TWO OPTIONS:
 - A.** Deliver inserts to The Martha's Vineyard Times office **30 Beach Rd., Vineyard Haven, MA 02568** **8 DAYS PRIOR TO INSERTION DATE** (Insertion date is the Wednesday before the publication date.)
...OR...
 - B.** Deliver inserts to Community Newspaper Company, **475 Washington Street, Auburn, MA 01501** **6 DAYS PRIOR TO INSERTION DATE.** (Insertion date is the Wednesday before the publication date.)
- 4. CLEARLY LABEL INSERT BOXES** "For Distribution in The Martha's Vineyard Times."
Include your company name, the name of insert, the quantity of boxes and inserts, and insertion date.**



2014 PUBLICATION CALENDAR

January

- 9 Vineyard Visitor
- 23 Pets
- 30 Health & Fitness

February

- 6 Celebrations
- 13 Off the Rock
- 27 Meet Your Merchant

March

- 6 Pets
- 20 Health & Fitness
- 27 Camps

April

- 10 Celebrations
- 17 Home & Garden
- 24 Camps

May

- 1 Vineyard Visitor
- 15 Camps
- 15 Meet Your Merchant
- 22 Health & Fitness
- 29 Home Grown

June

- 5 Vineyard Visitor
- 12 Graduation
Menu Guide
- 16 Arts & Ideas
- 19 Celebrations
- 26 Home & Garden
The Guide

July

- 3 Vineyard Visitor
Home Grown
- 10 Menu Guide
- 17 Meet Your Merchant
- 21 Arts & Ideas
- 24 Tax Guide
Home Grown
- 26 The Guide

August

- 7 Vineyard Visitor
Menu Guide
- 14 Ag Fair w Home Grown
- 21 Back to School
- 25 Arts & Ideas
- 28 Home & Garden

September

- 4 Vineyard Visitor
- 11 Pets
- 18 Meet Your Merchant

October

- 2 Vineyard Visitor
Home & Garden
- 9 Health & Fitness
- 23 Off the Rock
- 30 Pets

November

- 27 Vineyard Visitor
Holiday Giving

December

- 11 Island Holidays
Christmas in Edgartown
- 18 Celebrations



SPECIAL PUBLICATIONS / SECTIONS



SPECIAL PUBLICATIONS

Ag Fair Guide The official Guide to the Agricultural Fair, one of the biggest events of the Vineyard summer. Includes a map of the fairgrounds, the schedule of events (everyone wants to know when the dog show and the skillet toss happens!), a list of vendors, plus stories of the people and animals that make the fair so special. Delivered to every Island mailbox on the first day of the Fair, and distributed at the Fairgrounds.

Arts & Ideas Arts & Ideas: Our newest acquisition is a high end glossy magazine dedicated to arts and culture on the Island. This eye-catching publication will showcase the work of artists and writers and will include original essays, in-depth feature articles, book excerpts, humor and a comprehensive listing of upcoming art-related events.

Graduation 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 itself. A great opportunity to show your support for our students.

The Guide This slick travel sized booklet includes a calendar of high summer events with an advertising focus on galleries, artists, restaurants, hotels, retail shops & boutiques, real estate & rental agencies. Specialized distribution at high end establishments and hotels.

Holiday Giving This festive supplement celebrates the 'season of giving'. Learn about your neighbors' holiday traditions, get recipes and gifting ideas, and learn more about charitable events this season. In the MV Times' Thanksgiving issue, and stocked on ferries for 3 weeks.

Home & Garden This pull-out supplement is devoted to home improvements, interior design, garden tips, and the people and businesses of the Vineyard who can beautify and improve your property. It's tucked into every MV Times four times a year as well as delivered to inns and hotels across the Island, on Steamship ferries and stocked at select stores.

Island Holidays A follow up to Holiday Giving, this supplement is dedicated to the people and places that make the season bright. Plus, decorating and stocking stuffers ideas, and a comprehensive list of holiday events, including Christmas in Edgartown. Replaces Holiday Giving on the ferries.

Menu Guide Visitors and Islanders alike turn to Martha's Vineyard Menus to help with their dining decisions. A great reference to hang onto year round! Delivered 3 times a year to every mailbox, stocked on ferries, visitors centers, inns and hotels and select stores.

Vineyard Property Values (AKA The Tax Guide) Our most anticipated and sought-after supplement, this once a year publication lists the property values for every Vineyard home. It's delivered to every Island mailbox and is available for sale at the MV Times office year round.

Vineyard Visitor Our comprehensive visitor's guide includes town maps, events listings, a restaurant directory, public transportation info and more, to help anyone make the most of a Vineyard vacation! Conveniently located on Steamship ferries and terminals year round, and stocked at visitors centers, select stores, inns and hotels and rental agencies, Vineyard Visitor is updated every week with our Calendar section, making it the most inclusive and up-to-date guide on the Island and the only one found on the boats.



IN - P A P E R S E C T I O N S

Home Grown A special section dedicated to local farming & food production, and everyone in our Island community working to bring local food to our tables. Three are found in the Community Section of the Times and one of them appears in the Ag Fair supplement. (4x, Community)

Meet Your Merchant This long-running section puts the focus squarely on your personal business story. Great for new businesses wanting to introduce themselves to the Island Community, celebrating a business anniversary, or for established business owners who want to reach out to their customers on a more personal level. You can write your own story, or we can help! (4x, Community)

Back To School A brand new section, for parents (and kids!) with tips and stories to help ease into the new school year, including where to shop local for back to school clothes and items. (1x, Community)

Off the Rock Heading 'off-Island' is something we all have to do at some time or another, and this new section is meant to help islanders dream about and plan travel to and from the Island. (2x, Community)

Celebrations Weddings aren't the only celebrations highlighted in this section - this is an Island guide to parties of all kinds! A great reference for planning anything from a 4-year olds birthday, to backyard BBQs and bar mitzvahs! (4x, Calendar)

Health & Fitness Nutrition, exercise, and the Island businesses that help keep us healthy are the focus of this special section. (4x, Community)

Summer Camps Summer camps are a huge part of the Vineyard experience for many kids, and the options are vast. This special section highlights your options and is a valuable tool for parents choosing the best camp experience for their kids. (3x, Community)

All About Pets Ours is an Island of animal lovers, and this popular new section brings our beloved pets to the forefront, with photo essays, advice and island resources for pet owners. (4x, Community)

55 Plus 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. (12x, Community)

Community Works This monthly section runs in conjunction with 55 Plus and is dedicated to the great work of our Island non profits. Non profit businesses are invited to publish their newsletters with us in this section at deep discounts, our way of helping non profits by helping them get their mission out in front of the entire community affordably. (12x, Community)

Greening Martha Focused on the Island's environmental movement. Includes stories on businesses, people, and how the Vineyard is tackling some of the larger environmental issues of the 21st Century. A popular spot for "green" construction businesses, solar installers, and anyone in the business of being green! (12x, News)



RATE CHART

Publication	2 mods	4 mods	6 mods	1/4 pg	1/2 pg	Full pg	2 pg Spread
ROP (weekly display ads)	\$114	\$228	\$342	\$855	\$1,300	\$2,200	
55plus	-----	-----	\$307	\$494	\$800	\$1,350	
Ag Fair	-----	-----	\$307	\$494	\$800	\$1,350	
All About Pets	\$104	\$208	\$307	\$494	\$800	\$1,350	
Arts & Ideas	-----	-----	\$600	\$1,000	\$1,500	\$2,000	\$2,500
Back to School	\$104	\$208	\$307	\$494	\$800	\$1,350	
Camps	\$104	\$208	\$307	\$494	\$800	\$1,350	
Celebrations	\$104	\$208	\$307	\$494	\$800	\$1,350	
Christmas in Edgartown	\$104	\$208	\$307	\$494	\$800	\$1,350	
Graduation	\$104	\$208	\$307	\$494	\$800	\$1,350	
Health & Fitness	\$104	\$208	\$307	\$494	\$800	\$1,350	
Holiday Giving	-----	-----	\$307	\$494	\$800	\$1,350	
Home & Garden	-----	-----	\$307	\$494	\$800	\$1,350	
Home Grown	\$104	\$208	\$307	\$494	\$800	\$1,350	
Island Holidays	-----	-----	\$307	\$494	\$800	\$1,350	
Meet Your Merchant	-----	-----	\$307	\$494	\$800	\$1,350	
Menu Guide	-----	-----	-----	-----	\$800	\$1,350	
Off The Rock	\$104	\$208	\$307	\$494	\$800	\$1,350	
Tax Guide	-----	-----	\$307	\$494	\$800	\$1,350	
The Guide	-----	-----	-----	-----	-----	\$1,000	\$1,500
Vineyard Visitor	\$600	\$1,000	\$1,500	\$1,700	\$2,000	\$2,500	

Rates are b+w and per issue ~ Multiple issue discounts available

Add 30% for color | Placement: add 15% | Prepay: 10% Off | Non-profits: 10% Off



VINEYARD VISITOR



Comprehensive visitor's guide including town maps, events listings, a restaurant directory, public transportation info and more, to help anyone make the most of a Vineyard vacation!

Conveniently located on Steamship ferries and terminals year round, and stocked at visitors centers, select stores, inns and hotels and rental agencies

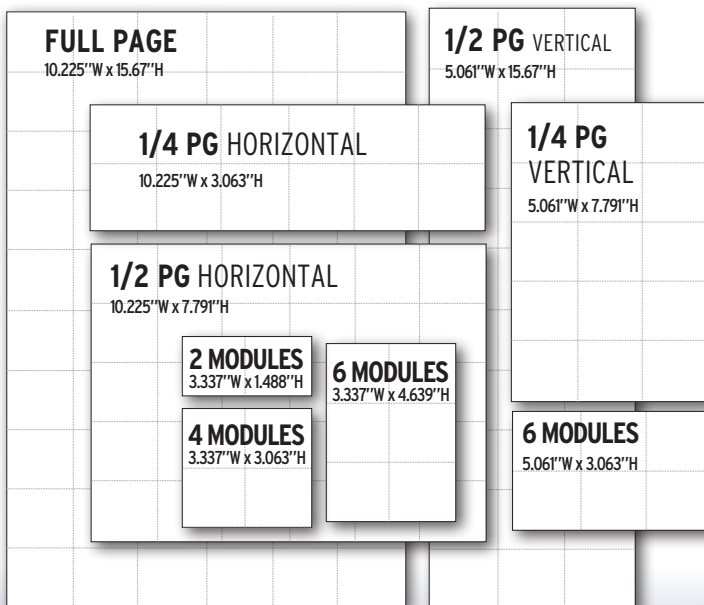
Updated every week with the MV Times Calendar section, making it the most inclusive and up-to-date guide on the Island and the only one found on the boats.

MAY 1 • JUNE 5 • JULY 3 • AUGUST 7 • SEPTEMBER 4 • OCTOBER 2

2 WINTER ISSUES (NOV 27 & JAN 2015), FREE WITH 4+ ISSUE COMMITMENTS

Advertising Deadline: Friday, April 11th

AD SIZES & RATES



2 Module _____ \$600/issue
 4 Module _____ \$1,000/issue
 6 Module _____ \$1,500/issue
 1/4 Page _____ \$1,700/issue
 1/2 Page _____ \$2,000/issue
 Full Page _____ \$2,500/issue

Add 30% for color
 PREPAY and SAVE an extra 10%

SIGN UP FOR
2 ISSUES 10% OFF
3 ISSUES 20% OFF
4 ISSUES 30% OFF
5 ISSUES 40% OFF
6 ISSUES 50% OFF

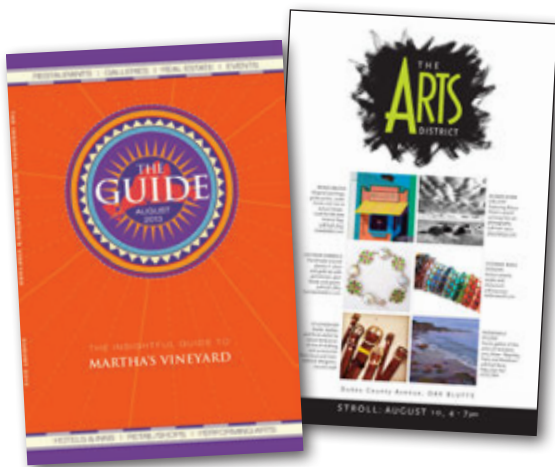


GLOSSY PUBLICATIONS

Arts & Ideas

Already a sought after magazine dedicated to arts and culture on the Island, A&I expands our commitment to celebrating arts and culture on the Vineyard. This eye-catching publication will showcase the work of artists and writers and will include original essays, in-depth feature articles, book excerpts, humor and a comprehensive listing of upcoming art-related events.

Three in-season Issues



The Guide

This slick travel sized booklet includes a calendar of high summer events with an advertising focus on galleries, artists, restaurants, hotels, retail shops & boutiques, real estate & rental agencies. Specialized distribution among rental properties, hotels and select Island establishments.

Two in-season Issues July, August



MENU GUIDE



Three in-season issues June, July, August

Visitors and Islanders alike turn to Martha's Vineyard Menus to help with their dining decisions. A great reference to hang onto year round! Delivered 3 times a year to every mailbox, stocked on ferries, visitors centers, inns and hotels and select stores.



AD SIZES & RATES

Size	One Issue
1/2 Page Horizontal: 10.225" x 7.791" Vertical: 5.061" x 15.67"	800 BW \$1040 COLOR
Full Page 10.225" x 15.67"	\$1,350 BW \$1,755 COLOR

Multiple issue Discounts available





The Island's leading source for daily breaking news, top stories and calendar events - annually receiving +3.3M visits, +1.1M unique visitors, and has grown at a +20% rate for 5 years in a row. Our responsive design means it formats to any device our reader is using to access the site.

DID YOU KNOW...

mvtimes.com tracks client click-thrus via Google Analytics, and we are always happy to provide your customized reports upon request!



WEB AD SIZES



BADGE AD

320 x 50 pixels

Annual BADGE ads receive over 1 million impressions annually.

The BADGE also appears at the top of mobile views for tablets & smartphones!

POSTER AD

300 x 250 pixels

The POSTER ads

ADS START AS LOW AS \$160 WEEK

Ask about our prepay & package discounts!

PLACEMENT

HOT ZONE

Web banner placement on the homepage, Plus news, on island & classifieds pages

ENTERTAINMENT ZONE

Web banner placement for Arts & entertainment, things to do & dining pages

REAL ESTATE

Web banner placement on the real estate landing page featured agencies have their listings under featured property



AD SPECIFICATIONS

1. YOU PROVIDE THE AD DIGITALLY

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

What to include – A printed proof, faxed proof or PDF of the ad, contact name, phone number, and e-mail of the person who created it.

Preferred formats – PDF, JPEG, TIFF, EPS. Please read the information referencing your software. We accept complete ad files created in Quark, InDesign, Illustrator, or PhotoShop. Word and Microsoft Publisher are NOT preferred formats.

PDFs created in Illustrator To create the PDF

- Turn all fonts to outlines prior to saving the ad as a PDF.
- File – save as (name your file) – select Adobe PDF from the Format drop down list.
- In the Adobe PDF Options window, select High Quality Print.
- Select Acrobat 7 (PDF 1.6) from the Format drop down list.
- Check the boxes 'Preserve Illustrator editing capabilities' and 'Embed page thumbnails.' Save as PDF.

PDFs created in InDesign OR sending Packaged files To create the PDF

- File – Export OR File – PDF Export Presets [Print].
- Select Custom from the Preset drop down list.
- Select Acrobat 7 (PDF 1.6) from the Compatibility drop down menu.
- Select None from the standard drop down menu. Continue.
- In the compression window...

Under color images and Under grayscale images

- Select Bicubic downsampling to 300, select Automatic in the Compression drop down list, select Maximum in the Image Quality drop down list.

Under Monochrome images

- Select Bicubic downsampling to 600 ppi, select CCITT Group 4 in the Compression drop down list (this is the default), check the box beside Compress Text and Line Art, and also beside Crop Image data to Frames.
- We recommend that you Save Preset as MVT, before clicking Export. This will enable you to quick-select this preset from File – PDF Export Presets – MVT for future ads you might create for The Martha's Vineyard Times; you can click Export immediately after step 3 listed above.

To Package your files for an external source (this collects the document, graphics, and fonts)

- File – Package (or Preflight) brings up a 'Printing Instructions' window. You can fill this out but it is not mandatory. Continue.
- 'Create Package' folder window appears. Name your folder. Check the boxes 'Copy Fonts (Roman Only)', 'Copy Linked Graphics', 'Update Graphic Links in Package', & 'Use Document Hyphenation Exceptions only.'
- Stuff, zip, or compress the files before e-mailing.

PDFs created from Quark To create the PDF

1. Use Acrobat Distiller to create your PDF. Save your Quark

file as an EPS (file, Save page as EPS). Select the Options button, make sure you click on the color category, select CMYK for a color ad, or grayscale for a B&W ad. Click OK, and then save. Then open Acrobat Distiller, if you have it, and drag the EPS onto Distiller which should be on the "High Quality Print" setting. Your PDF will be created.

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

Collecting the ad for output

- File – collect for output, in this window, make sure that all the following check boxes are checked: Document, Linked Pictures, Embedded Pictures, Color Profiles, Screen Fonts, Printer Fonts.
- Stuff, zip, or compress the files before e-mailing.

Ads Created in PhotoShop

- If providing layered files, also send us the fonts used in the ad. In case an error is found in the proofing process, we can correct it in-house.
- If sending a flattened file, there is no need to provide the fonts.
- PhotoShop ads with text must be a minimum resolution of 300dpi.

Ads Created in Microsoft Word

(Not recommended)

- We try to match fonts as closely as possible to those submitted. Since fonts differ on PCs and MACs, substitutions are often necessary.
- Supply images, if any, to accompany the Word document.

IMPORTANT THINGS TO REMEMBER

- When creating an ad, please make the document size the same size as the ad itself, per MV Times ad sizes (i.e. if the ad is 2 module wide x 1 module high), then the document size should also be this size). See the Ad dimensions page for ad sizes.
- Pictures should be 300 dpi.
- Line art (scans of logos etc.) should be 600 dpi.
- Color ads should be submitted in CMYK. (Don't use RGB or indexed colors.)
- If placing a black & white ad, make sure all ad components are in grayscale prior to making the PDF. (No parts of the ad should have any color elements whatsoever.)
- Size all photos close to (but not smaller than) the size(s) being used in the ad.
- EPS files in PDFs can be problematic. Make sure that fonts in EPSs are turned to outlines before saving the final file as a PDF.
- Save PDFs as Acrobat 7 (PDF 1.6)
- Always check a PDF for accuracy before submitting it.
- Web images are 72 dpi (low resolution), and will not reproduce as good quality images in print. We require 300 dpi. for printed images in the newspaper (A web image will only reproduce reasonably well IF it is three times the size of the final intended printed image).
- All ads go through a proofing process; and we may make changes to adhere to our house style.
- We reserve the right to substitute fonts when necessary.

2. YOU PROVIDE THE AD CAMERA READY

WE SCAN YOUR AD – When you provide us with a camera-ready ad we will use our high-resolution scanners to convert the ad to digital form.

FOR BEST RESULTS – Be sure the ad is the right size, the print is of high quality (laser), and the ad is all line art. Grayscale and color ads can be scanned but quality will seldom equal or exceed that of the original. Avoid small serif fonts and tight registration. Avoid dropout type except with black backgrounds, and make sure the dropout text is bold. Remember, we print on newsprint.

3. WE MAKE YOUR AD

FREE AD CREATION – We will create your ad at no charge. Just provide the copy and we do the rest. If you require a proof of your ad, please allow extra time.

SCANNING IMAGES – We will scan art or photographs you provide for \$10 per scan. The best results come from quality photos, negatives, slides, or black-and-white line art.

NOTE TO ADVERTISERS:

If you like, The Times will design and create your advertisement. Working from your ideas, Times designers can add the fonts, graphic elements, borders, shading, images, and color necessary to make your message stand out. Except in unusual cases, there is no charge for this extra work, although modest fees may be added for photographs taken by Times photographers for advertisers. Each advertisement will be designed to be unique. Our designers do not copy for one advertiser the design elements, fonts, or styles employed by other advertisers, and we do not discuss the advertising plans of our advertisers with other customers or the public.

GETTING YOUR AD TO THE TIMES

E-MAIL

carrie@mvtimes.com
danielle@mvtimes.com,
diana@mvtimes.com
chris.roberts@mvtimes.com

FAX 508-693-6000

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

OUR POLICIES

Basic Type Setting

Times graphic artists will design ads for our print and online customers. There is usually no charge beyond the space rate for these services, although modest fees may be added for photographs taken by Times photographers for advertisers. Prices quoted to advertising customers or their agents by Times sales representatives include all charges, net of all applicable Times discounts.

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 Credit Policy

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



C O N T A C T U S

Publishers

Barbara & Peter Oberfest peter.oberfest@mvtimes.com

Display Advertising

Carrie Blair Waltersdorf carrie@mvtimes.com

Danielle Zerbonne danielle@mvtimes.com

Chris Roberts chris.roberts@mvtimes.com

Classified Advertising, Legal Notices, Subscriptions

Bridget Palmieri class@mvtimes.com

Accounts Receivable / Billing billing@mvtimes.com

Phone: 508-693-6100 (dial 2 for advertising)

Fax: 508-693-6000

Address:

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

