

HY-LINE Cruises

Setting the standard.

2019 MEDIA KIT

Hy-Line Cruises provides year-round passenger ferry service from Hyannis to Nantucket and runs seasonally to Martha's Vineyard, transporting nearly **800,000 passengers to the islands annually.**

Hy-Line is proudly owned and operated by the Scudder Family.

From humble beginnings in 1962 with one sightseeing boat and three employees, to the first high-speed ferry service to Nantucket in 1996, to an all high-speed island ferry fleet in 2016; Hy-Line sets the standard in island ferry travel.

Why advertise?

- One ad in *This is Hy-Line* provides six months of business exposure to Martha's Vineyard and 12 months of business exposure to Nantucket
- The Hy-Line passenger market is diverse: a melting pot of visitors (domestic and international), residents, second-home owners and commuters
- Captive-audience advertising opportunity
- Deep-Sea Fishing, Cape Cod Canal Cruises, and Hyannis Harbor Cruises attract **70,000 additional passengers** between May and October.
- Tourist-centric editorial that entices readers to take the magazine with them as they leave the boat
- Excellent source of information for passengers looking for activities and places to visit during their time in the area
- Most passengers spend multiple days on their excursions
- **75,000 copies** of *This is Hy-Line* distributed at our Hyannis terminal and onboard all island ferries
- Also available to view and download online



HYANNIS



NANTUCKET



MARTHA'S VINEYARD

This is Hy-Line

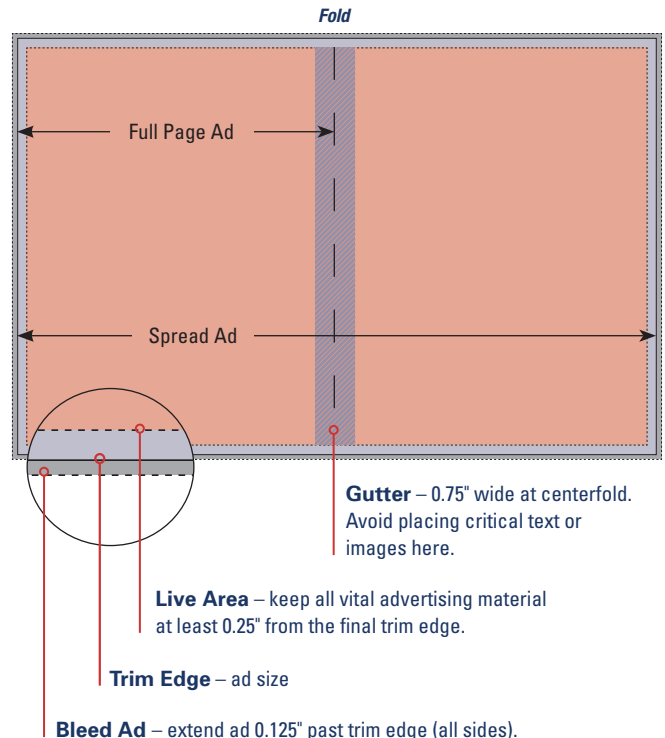
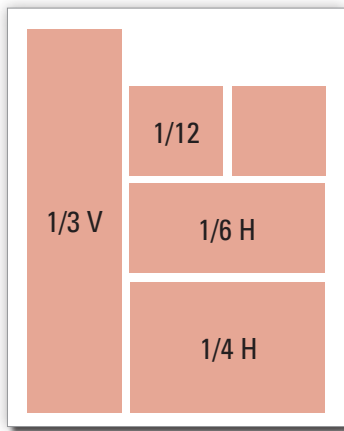
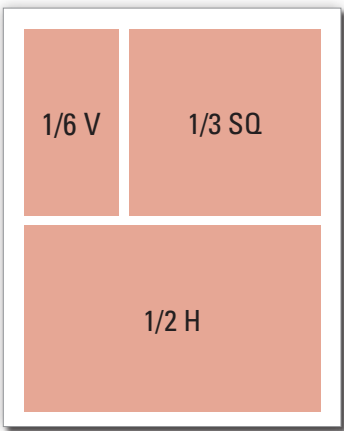
48 PAGES • FOUR COLORS • GLOSSY MAGAZINE

2019 AD RATES & SPECIFICATIONS FOR THIS IS HY-LINE MAGAZINE		
	Size (W x H)	Rate
Premium Spread*	16.75" x 10.875" (trim) (vertical fold – 8.375")	\$7,500
Spread*	16.75" x 10.875" (trim) (vertical fold – 8.375")	4,800
Back Cover*	8.375" x 10.875" (trim)	5,700
Inside Front Cover*	8.375" x 10.875" (trim)	4,500
Inside Back Cover*	8.375" x 10.875" (trim)	3,600
Full Page*	8.375" x 10.875" (trim)	2,800
2/3 Page	4.75" x 9.625"	2,500
1/2 Page	7.25" x 4.81"	2,100
1/3 Page	(SQ) 4.75" x 4.81" • (V) 2.25" x 9.625"	1,700
1/4 Page	4.75" x 3.6"	1,250
1/6 Page	(H) 4.75" x 2.25" • (V) 2.25" x 4.81"	960
1/12 Page	2.25" x 2.25"	540
Ad Design & Production (Up to three proofs)**		\$100

- **Early Payment Discount:** Receive 10% discount if paid in full prior to **January 25, 2019**. Gross rates apply thereafter. No discounts on past-due account.
- **Premium Position:** Add 15% to rate (any required position).
- All advertising prices include four-color process. Ads must be supplied press-ready.
- We accept high-resolution PDFs at 300dpi, colors converted to CMYK, and all fonts embedded. Please email ads to design@philipspublishing.com

* **Additional specifications for full pages and spread ads:** please extend 0.125" bleed past trim edge for bleed ads. Keep text 0.25" inside of the trim edge.

**Additional charges apply after third proof.



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AD MATERIALS DUE: MARCH 27, 2019