Target Markets:
Seasonal Island Residents
Extended Stay Visitors
Day Trippers
Year-round Island Residents

Ad Opportunities Include:

- Outdoor Banners at Hyannis Terminal
- Posters on Vessels, at Terminals & Bus Shelters
- Website Advertising
- Brochure Display at Terminals
- Table Ads on passenger ferries
- Shuttle bus display signs

Kimberlee McHugh
Director of Marketing
508-548-5011 ext. 306
kmchugh@steamshipauthority.com
A Note from the Director of Marketing...
I am pleased to present our 2022 advertising opportunities available to promote your business to our customers.

The Steamship Authority transports millions of passengers every year, which equates to a substantial amount of exposure for tourism-based businesses. While our 2020 passenger traffic level suffered a decline due to the pandemic, we are cautiously optimistic that our 2022 traffic will return to a normal level. Here is a recap of our annual passenger ridership to both islands for the past 3 years (pre-COVID):

<table>
<thead>
<tr>
<th>Year</th>
<th>Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2,466,757</td>
</tr>
<tr>
<td>2018</td>
<td>2,435,308</td>
</tr>
<tr>
<td>2019</td>
<td>2,425,787</td>
</tr>
</tbody>
</table>

It is more important than ever to take advantage of local media and advertising opportunities to keep your brand, service or product top of mind. We offer a variety of website advertising, display signage on our shuttle buses, bus shelters and on board our passenger vessels, as well as tabletop ads, brochure display and more.

Our popular on board poster ad spaces sold out very early this past season, so if this is something that is of interest to you, I recommend that you contract the space well in advance.

New for this year, we will require a 50% deposit down to reserve ad space and the final payment will be due before the ad is posted or installed. For those businesses who prefer to pay their advertising program by company check, we will apply a 4% discount to the total of the balance due.

Please be advised that the Steamship Authority reserves the right to refuse to display advertising that includes or promotes (through ad copy and/or images) the following: tobacco of any kind, cannabis, alcohol, weapons, violence, unlawful goods/services, unlawful conduct, obscenity, nudity and political endorsements.

Feel free to e-mail me at kmchugh@steamshipauthority.com or call my office at 508-548-5011 ext. 306 to discuss your advertising needs and how we can help promote your business to our passengers. Wishing you good health and a successful year!

Kimberlee McHugh

POSTER ADVERTISING ON VESSELS & AT TERMINALS & BUS SHELTERS

Choose from the following locations: 5 passenger ferries, inside the Hyannis Ticket Office and inside Woods Hole & Falmouth Bus Shelters.

On board and terminal posters specs: 22” W x 28” L, allow 1/2” white border for frame. Includes production and installation. Posters will be placed in a metal clip frame with plastic overlay.

Bus Shelter - specs vary - details will be provided upon request.

One poster per location rates:
$1,875 for 3 months per location
$2,825 for 6 months per location
$4,075 for 12 months per location

All poster campaigns must start on the first day of the month with a minimum of three months commitment.
ONLINE ADVERTISING

Benefits include: Diverse Audience, High Visibility, High Frequency and Local Opportunity

Online reservations, schedules, fares, vehicle availability and weather reports drive millions of consumers to our site. Web ads offer click through capability to your web site. Online ads will run in rotation with other ads.

Homepage Banner Advertising

Specs: 647 pixels wide by 98 pixels high, high resolution in .JPG format. Includes direct link to advertisers website. Please note, 4 ads will run in rotation on the homepage.

$2,950 for 3 months
$4,700 for 6 months
$8,750 for 12 months

Premium Web Tile Ad

Ads will display in rotation on all pages of our web site, except for the home page and reservation pages. Includes: Company logo/image with link to advertiser’s URL.

Specs: 224 H x 194 W pixels, high resolution in .JPG format

$2,050 for 3 months
$3,750 for 6 months
$6,875 for 12 months

Text Ad

Includes: Company name, web site URL and 10 words of copy.

$725 for 3 months
$1,050 for 6 months
$1,575 for 12 months

TABLETOP ADS

Table ads provide immediate promotional exposure and excellent brand awareness. Reach our passengers during the entire trip time of 45 or 60 minutes, depending on the route.

12-inch circle stick-on decals placed on up to 20 tables on board

- M/V Iyanough - serves the Nantucket route
- M/V Island Home - serves the Martha’s Vineyard route
- M/V Martha’s Vineyard - serves the Martha’s Vineyard route

$3,125 for 6 months or $5,625 for 12 months

Additional boats may be offered if the above 3 sell out.

2021 Website Traffic Summary

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Hits</th>
<th>Unique IP’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-21</td>
<td>13,712,858</td>
<td>96,041</td>
</tr>
<tr>
<td>Feb-21</td>
<td>9,365,102</td>
<td>87,073</td>
</tr>
<tr>
<td>Mar-21</td>
<td>15,372,253</td>
<td>135,793</td>
</tr>
<tr>
<td>Apr-21</td>
<td>15,804,124</td>
<td>150,518</td>
</tr>
<tr>
<td>May-21</td>
<td>22,804,806</td>
<td>208,267</td>
</tr>
<tr>
<td>Jun-21</td>
<td>14,433,444</td>
<td>152,839</td>
</tr>
<tr>
<td>Jul-21</td>
<td>23,813,876</td>
<td>232,813</td>
</tr>
<tr>
<td>Aug-21</td>
<td>23,362,285</td>
<td>224,124</td>
</tr>
<tr>
<td>Sep-21</td>
<td>14,871,767</td>
<td>165,492</td>
</tr>
<tr>
<td>Oct-20</td>
<td>15,475,754</td>
<td>125,256</td>
</tr>
<tr>
<td>Nov-20</td>
<td>11,862,518</td>
<td>89,713</td>
</tr>
<tr>
<td>Dec-20</td>
<td>12,012,394</td>
<td>87,690</td>
</tr>
</tbody>
</table>
**BROCHURE DISPLAY & EXPLOREBOARD PROGRAM**

The Steamship Authority has partnered with CTM Media Group, the leading brochure distribution company in New England. CTM is managing the brochure display and Exploreboards (touch screen information kiosks) program at our mainland terminal locations in Woods Hole and Hyannis. If you wish to participate in this program at Woods Hole or Hyannis, please contact Laura Capshaw via email at lcapshaw@ctmmedia.com or by phone at 860-287-6741.

The Steamship Authority will continue to manage our brochure display program at all island terminal locations including the Vineyard Haven Terminal, the Oak Bluffs Terminal (6 month program May-October) and the Nantucket Terminal. Please contact Kimberlee McHugh at kmchugh@steamshipauthority.com to display your brochures at our island terminals.

**PERFECT FOR...**
- ACCOMMODATIONS
- ATTRACTIONS
- RESTAURANTS
- RENTAL PROPERTIES
- REAL ESTATE
- RETAIL
- SERVICES

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**SHUTTLE BUS DISPLAY ADS**

Reach passengers who travel on our shuttle buses between our Falmouth parking lots and Woods Hole dock. Signs placed inside the interior of the entire fleet. Two sign placements per shuttle bus (production and installation included).

$1,875 for 3 months  
$3,125 for 6 months  
$5,625 for 12 months

**OUTDOOR BANNER at HYANNIS TERMINAL**

Offers great visibility with passengers traveling to & from Nantucket. 6 feet wide x 3 feet and 3 inches high banner on the high-speed passenger ramp - production and installation included.

$4,375 for 6 months (May - October)

DESIGN NOTES: Dark background color with white lettering is recommended due to the mesh material used for these banners. Allow 3” for folds and grommet holes.