

The Steamship Authority

ADVERTISING AND MULTIMEDIA PARTNERSHIP CATALOG **2026**

2 Islands
15 Shuttle Buses
5 Terminals
11 Vessels
2.9 Million Passengers
Unlimited Opportunity

STEAMSHIPAUTHORITY.COM



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Travelers at the Hyannis Terminal



Riders aboard the M/V Iyanough, the fast ferry that operates between Hyannis and Nantucket.

NOTES FOR 2026

**Thank you for continuing to advertise with the Steamship Authority.
We look forward to another strong year of partnering with you.**

A few notes for this year:

- We have held all prices from 2025 - no increases!
- Expect at least a two-week turnaround from the approval of your creative to have posters or signage printed. Please factor that into your processes when you are designing your creative.
- We require a 50% deposit before any advertising can be reserved. Full payment will be required before an ad can be places - no exceptions.
- Unfortunately, we are not able to accept credit card payments this year. We will require a check payment for all ad purchases.
- We expect to have new digital opportunities later this year.

**Please review the opportunities in the ad program. If you have any questions or are ready to book,
please email advertising@steamshipauthority.com.**

We look forward to hearing from you.

PRINT OPPORTUNITIES

- POSTERS | ON-BOARD VESSELS AND TERMINAL
- SIGNS | SHUTTLE BUS
- BROCHURES | ON-ISLAND AND ON-BOARD AD
- BANNERS | OUTDOOR AT HYANNIS TERMINAL

JOIN A RELIABLE AND ESTABLISHED BRAND WITH HISTORIC VALUE AND LEGACY IN NEW ENGLAND

The Steamship Authority has provided dependable travel services to millions of people since it was established in 1960. Each year, nearly three million riders come aboard our vessels between Cape Cod, Martha's Vineyard, and Nantucket. Our diverse ridership consists of commuters, businesses, island residents, and affluent vacationers alike.

This is your opportunity to reach our audience with exciting and diverse media formats that are placed strategically throughout the journey for maximum impact and messaging. We offer advertising opportunities for a wide array of budgets and schedules. The cost of the printing is included with the prices for all of the print opportunities.

We look forward to working with you to enhance your brand awareness and messaging with our traveling public.

The Steamship Authority

POSTERS | ON BOARD VESSELS AND TERMINAL

Each of our vessels provides a dedicated audience for the duration of each trip in prime locations for boarding and the voyage itself. We also offer dedicated poster locations in the Hyannis Terminal.

There are three categories for the poster placements, premium, deluxe and standard. Our premium and deluxe rates are applied to the months with our peak ridership times.

PREMIUM: Six-month commitment between May and October

DELUXE: Three-month commitment between May and October

STANDARD: Three-month commitment,
November 2026 - January 2027

Note: We will honor requests for specific on-vessel poster locations as possible, but placement cannot be guaranteed.

ALL POSTERS ARE 22" X 28". ADDITIONAL INFORMATION IS IN THE APPENDIX

COST (PRICING IS PER POSTER):

LOCATION:	PREMIUM	DELUXE	STANDARD
M/V Eagle	\$2,500	\$1,625	\$1,000
M/V Iyanough	\$3,400	\$2,200	\$1,200
*M/V Island Home	\$6,000	\$3,500	\$2,900
*M/V Martha's Vineyard	\$5,000	\$3,300	\$2,750
M/V Nantucket	\$4,250	\$2,775	\$1,900
Hyannis Terminal	\$1,900	\$1,225	\$1,150

AVERAGE MONTHLY RIDERSHIP: *PREMIUM/DELUXE	STANDARD
M/V Eagle	15,200
M/V Iyanough	39,400
M/V Island Home	93,000
M/V Martha's Vineyard	75,200
M/V Nantucket	61,300
Hyannis Terminal	33,200

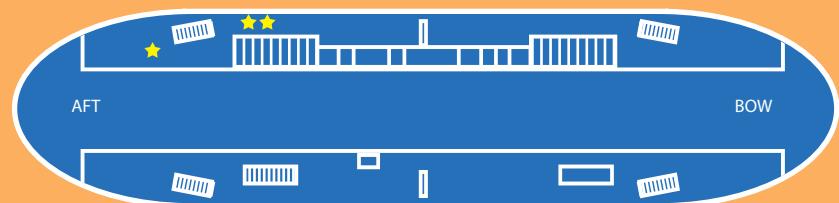
(Ridership figures are from 2019-2024 without the Covid outlier.)



POSTERS | MAPS OF ON-BOARD VESSEL LOCATIONS

Woods Hole-Martha's Vineyard Route

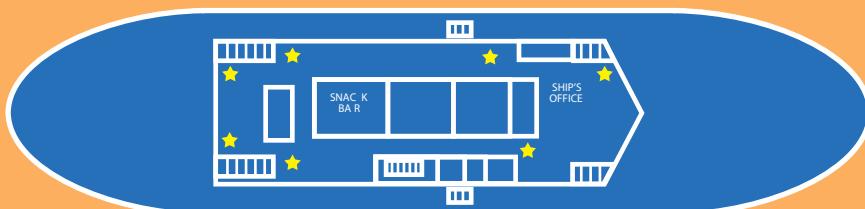
**M/V ISLAND HOME
FIRST DECK**



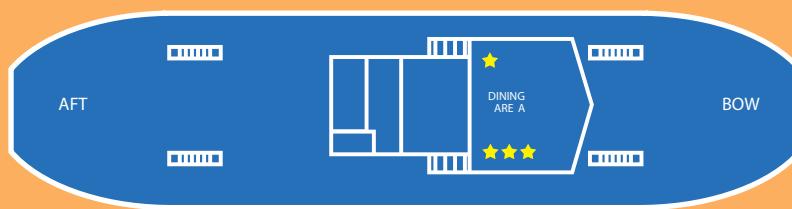
**M/V ISLAND HOME
SECOND DECK**



**M/V MARTHA'S VINEYARD
SECOND DECK**

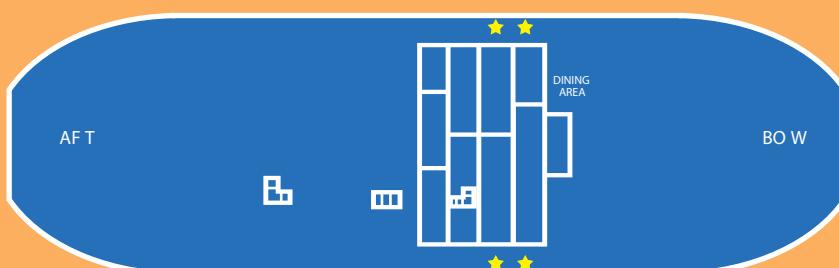


**M/V NANTUCKET
SECOND DECK**

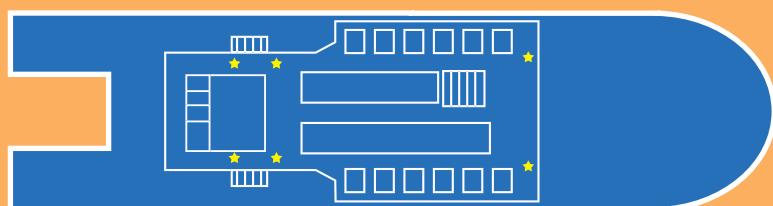


Hyannis-Nantucket Route

**M/V EAGLE
SECOND DECK**



**M/V IYANOUGH
MAIN DECK**





SIGNS | SHUTTLE BUS

These ads are displayed prominently in our shuttle buses, and are very visible to our customers riding to and from the Woods Hole Terminal. They are approximately 18" x 11" in size.

COST (two posters per shuttle with each booking):

Three (3) Months: \$2,475

Six (6) Months: \$4,125

Twelve (12) Months: \$7,425

BROCHURES | ON-ISLAND AND ON-BOARD

Display your brochure at one of our on-island terminals on either Nantucket or Martha's Vineyard or on board one of our vessels.

REMINDER: Refilling of brochure racks in all locations will be the responsibility of the advertiser. The Steamship Authority will not refill any printed material at terminals or on vessels. Also, advertiser-supplied racks will be subject to additional costs.

COST (Per location by dimension):

On-Island Locations & Sizes:	6 Months	9 Months	12 Months
Vineyard Haven (4"x9")	\$300	\$360	\$425
Vineyard Haven (8"x10")	\$540	\$600	\$800
Oak Bluffs* (4"x9")	\$300	N/A	N/A
Oak Bluffs* (8"x10")	\$540	N/A	N/A
Nantucket (4"x9")	\$300	\$360	\$425
Nantucket (8"x10")	\$540	\$600	\$800

*Seasonal Terminal (12 months not available)

On-Board Locations & Sizes:	6 Months	9 Months	12 Months
M/V Island Home (4"x9")	\$360	\$420	\$550
M/V Island Home (8"x10")	\$720	\$780	\$900
M/V Martha's Vineyard (4"x9")	\$360	\$420	N/A
M/V Martha's Vineyard (8"x10")	\$720	\$780	N/A
M/V Iyanough* (4"x9")	\$360	\$420	N/A
M/V Iyanough* (8"x10")	\$720	\$780	N/A
M/V Nantucket (4"x9")	\$360	\$420	\$550
M/V Nantucket (8"x10")	\$720	\$780	\$900
M/V Eagle (4"x9")	\$360	\$420	\$550
M/V Eagle (8"x10")	\$720	\$780	\$900

*Seasonal Vessel (12 months not available)

Have a size not listed here? Contact us.

Approximately 5,000 brochures per location are recommended, but it is the advertiser's responsibility to ensure sufficient quantities are available for the length of your contract term.





BANNERS | OUTDOOR AT HYANNIS TERMINAL

Banners get great visibility at the Hyannis Terminal. They are placed on fences in high-traffic areas as travelers pass through the terminal traveling to and from Nantucket.

COST:

Six Months: \$4,000

PARTNERSHIP OPPORTUNITIES

[EXPLOREBOARD | MAINLAND TERMINAL](#)

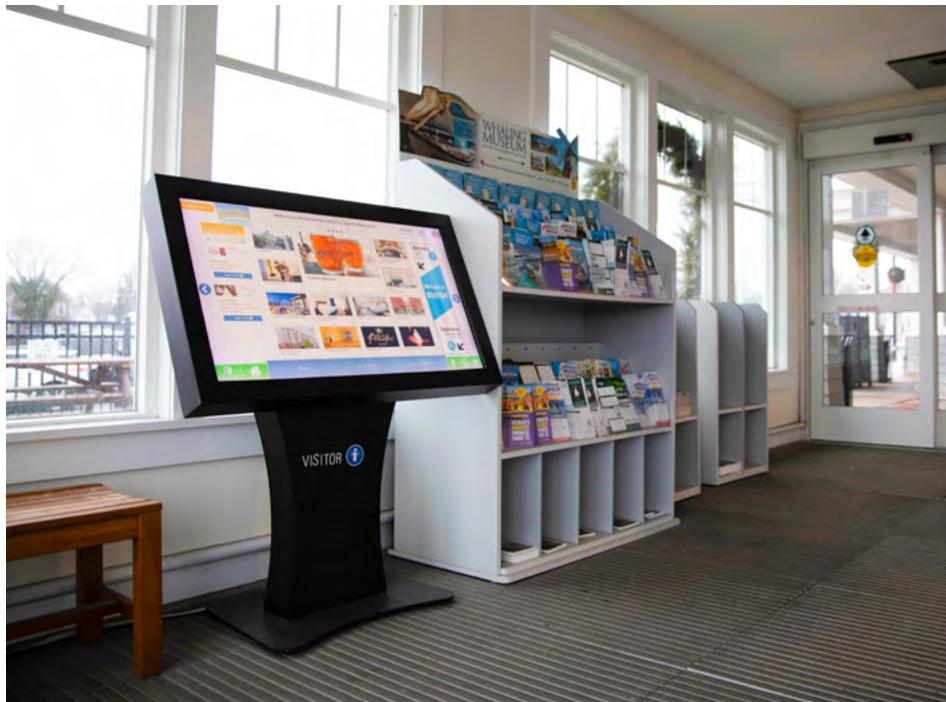
[BROCHURES | MAINLAND TERMINAL](#)

UNIQUE OPPORTUNITIES CURATED BY THE BEST PARTNERS IN THE REGION

We partner with CTM Media to curate and maintain some of our advertising and marketing opportunities. Our mainland ports have dedicated spaces in the terminals for brochures and Exploreboards. Exploreboards are on-site interactive video boards which provide the perfect platform for inquisitive travelers.

They are one of the largest and best marketing companies in the region. If you would like to take advantage of these opportunities, you will be directed to work directly with them.

The Steamship Authority



EXPLOREBOARD | MAINLAND TERMINAL

We partner with CTM Media Group, the leading brochure distribution company in New England, to manage the Exploreboards in the Woods Hole and Hyannis terminals.

BROCHURES | MAINLAND TERMINALS

We partner with CTM Media Group, the leading brochure distribution company in New England to manage the brochure displays in the Woods Hole and Hyannis Terminals.

**FOR MORE INFORMATION AND AVAILABILITY
IN THE MAINLAND TERMINAL BROCHURES
AND EXPLOREBOARDS, CONTACT:**

MELANIE FOOTER
[MFOOTER@CTMMEDIA.COM](mailto:mfooter@ctmmedia.com)
PHONE: (508) 231-5242

Appendix

FILE SPECIFICATIONS

CONTACT INFORMATION

You are responsible for submitting a print-ready file for your desired advertising opportunity. If you have any questions regarding the specifications, please ask prior to submitting your file for production.

We highly recommend working with a graphic design professional on your design and file.

We will look at your file before we send it to the printer or post it online, but we are not responsible for its proper or improper setup in any way beyond providing you with the file specifications in this document.

Items that are entirely your responsibility, include, but are not limited to: typos, resolution, color mode, color correction, data entry, grammar, or any other content or setup-related aspect of the file.

If we see something glaring, we may reach out to you to inquire, but this is not guaranteed.

**PLEASE SEND ALL SPECIFICATION AND
FILE-RELATED QUESTIONS HERE:
advertising@steamshipauthority.com**

FILE SPECIFICATIONS

DIMENSIONS: This is the final cut size of the printed piece

BLEED: This is the additional print area needed to trim the piece to size with color or content extending to the edge

SAFE AREA: This is the area within the piece where none of the important information will be cut off or obscured by the frame.

PRINT OPPORTUNITIES

All print files must be 300 dpi or higher and in CMYK format. We accept PDF, TIFF, JPEG, EPS, or PNG. We highly recommend outlining or that you rasterize any font or type to help ensure a proper output.

Ad Posters (On-Board Vessel and Terminal & Ticket Offices):

Dimensions: 22" x 28" Bleed: 23" x 29" Safe Area: 20" x 26"

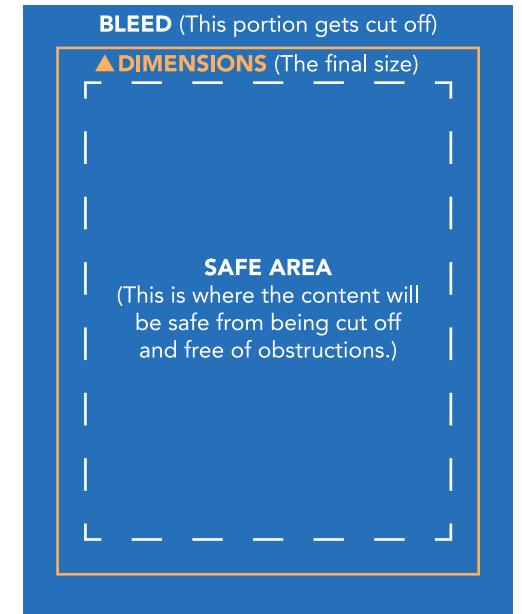
Shuttle Bus Signs:

Dimensions (Landscape): 18" x 10.5" - BLEED: 18.25" x 10.75"

On-Island and On-Board Brochures: Dimensions (Folded or Cut): 4" x 9" or 8" x 10"

Hyannis Terminal Outdoor Ad Banner: Dimensions: 72" x 36" Bleed: 73" x 37"

Safe Area: 70" x 34"



PARTNERSHIP OPPORTUNITIES

Please contact our CTM representative Melanie Footer at mfooter@ctmmedia.com or (508) 231-5842



Serving the Islands and You.

2 ISLANDS

15 SHUTTLE BUSES

5 TERMINALS

11 VESSELS

2.9 MILLION PASSENGERS

UNLIMITED OPPORTUNITY

**WE LOOK FORWARD TO
WORKING WITH YOU.**

STEAMSHIP AUTHORITY COMMUNICATIONS AND CREATIVE SPECIALISTS

Sean F. Driscoll - Communications Director

Ian Chase Nichols and Sheila Corcoran - Marketing and Creative Specialists
508-548-5011 Ext. 268 or 240 or email advertising@steamshipauthority.com

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