

# *The Steamship Authority*

## ADVERTISING AND MULTIMEDIA PARTNERSHIP CATALOG

# 2024

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



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The M/V Eagle passes Brant Point Lighthouse while entering Nantucket Harbor.



The M/V Nantucket leaving the Oak Bluffs Terminal on Martha's Vineyard.

## HOW TO ORDER

Go through the catalog and select which opportunities you are interested in.

Fill out the order request form on page 13.

Email us the form.

Our staff will contact you as soon as possible regarding availability, approval, and payment.

## PRINT OPPORTUNITIES

- ON-BOARD VESSEL AND TERMINAL POSTERS
- PARKING SHUTTLE SHELTER POSTERS
- PARKING SHUTTLE BUS SIGNS
- ON-ISLAND AND ON-BOARD BROCHURES
- HYANNIS TERMINAL OUTDOOR AD BANNER
- TABLETOP DECALS

### 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*

### ON-BOARD VESSEL AND TERMINAL POSTERS:

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 now two categories for the poster placements, premium and standard. Our premium rates are applied to the vessels and months with our peak ridership times.

**PREMIUM:** Six-month commitment, May-October 2024

**STANDARD:**

Three-month commitment, November 2024-January 2025  
or February-April 2025

**COST:**

**LOCATION:**

	PREMIUM	STANDARD
M/V Eagle (four frames)	\$2,500	\$1,000
M/V Iyanough (six frames)	\$3,400	\$1,200
M/V Island Home (14 frames)	\$6,800	\$3,450
M/V Martha's Vineyard (seven frames)	\$5,700	\$3,450
M/V Nantucket (four frames)	\$4,250	\$1,900
Hyannis terminal (three frames)	\$1,900	\$1,150

**AVERAGE RIDERSHIP:**

	PREMIUM	STANDARD
M/V Eagle	78,961	39,561
M/V Iyanough	203,930	54,636
M/V Island Home	468,223	177,103
M/V Martha's Vineyard	350,206	186,481
M/V Nantucket	309,800	103,260
Hyannis Terminal	415,777	155,870

(Statistical averages are from 2018-2023 without the Covid outlier.)

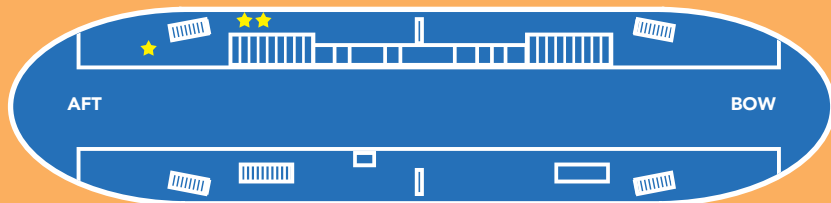




# MAPS OF On-Board VESSEL POSTER LOCATIONS

## Woods Hole-Martha's Vineyard Route

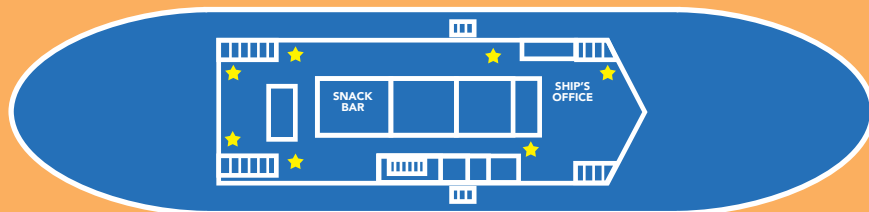
M/V ISLAND HOME  
FIRST DECK



M/V ISLAND HOME  
SECOND DECK



M/V MARTHA'S VINEYARD  
SECOND DECK

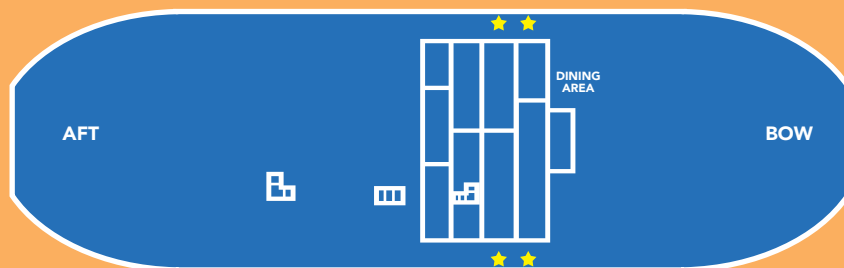


M/V NANTUCKET  
SECOND DECK

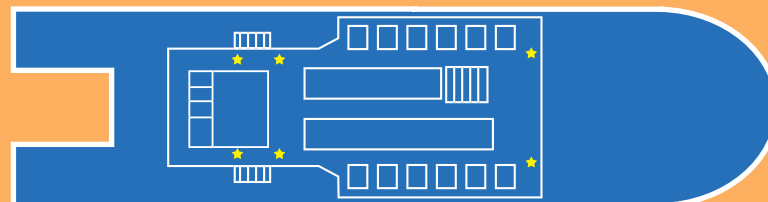


## Hyannis-Nantucket Route

M/V EAGLE  
SECOND DECK



M/V IYANOUGH  
MAIN DECK





## PARKING SHUTTLE SHELTER POSTERS

These posters are located at the Palmer Avenue and Thomas B. Landers Road parking lots. Large numbers of passengers gather here en route to the ferries via our shuttles.

**COST** (Per location):

Three (3) Months: \$2,000

Six (6) Months: \$3,500

Twelve (12) Months: \$4,750



## PARKING SHUTTLE BUS SIGNS

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** (Per location, two posters per shuttle with each booking):

Three (3) Months: \$2,475

Six (6) Months: \$4,125

Twelve (12) Months: \$7,425



## ON-ISLAND AND ON-BOARD BROCHURES

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

**COST** (Per location by dimension, rate held from 2023):

On-Island	6-8 Months		9-12 Months	
Locations:	4" X 9"	8" X 10"	4" X 9"	8" X 10"
Vineyard Haven	\$300	\$540	\$360	\$600
Oak Bluffs*	\$300	\$540	---	---
Nantucket	\$300	\$540	\$360	\$600

\*Seasonal Terminal (12 months not available)

On-Board	6-8 Months		9-12 Months	
Locations:	6-8 Months	9-12 Months		

M/V Island Home	\$360	\$720	\$420	\$780
M/V Martha's Vineyard	\$360	\$720	\$420	\$780
M/V Iyanough*	\$360	\$720	---	---
M/V Nantucket	\$360	\$720	\$420	\$780
M/V Eagle	\$360	\$720	\$420	\$780
M/V Woods Hole	\$360	\$720	\$420	\$780

\*Seasonal Vessel (12 months not available)



## HYANNIS TERMINAL OUTDOOR AD BANNER

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** (Special rate for 2024!):

Six Months: \$5,000





**TABLETOP DECALS:**

Our seating areas with tables are our most popular locations for riders. These locations have a dedicated audience for advertising for the entire duration of their trip.

*If you purchase the 12-month period, this advertisement becomes exclusive and dedicated to one brand On-Board the vessel at that time.*

**COST** (Up to 20 locations per vessel):

<b>VESSEL:</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
M/V Eagle	\$4,125	\$7,425
M/V Nantucket	\$4,125	\$7,425
M/V Iyanough*	\$4,125	---
M/V Island Home	\$4,125	\$7,425
M/V Martha's Vineyard	\$4,125	\$7,425

\*Seasonal Vessel (12 months not available)

## DIGITAL OPPORTUNITIES

- eNews BANNER ADS
- **NEW!** SOCIAL MEDIA POSTS
- **COMING SOON!** WEBSITE ADS

### BE ONE CLICK AWAY OUR NETWORK OF HIGH-TRAFFIC AND NEWLY-UPDATED DIGITAL AD SPACES

*Each year, our online and digital presence grows. Our eNews emails reach a dedicated and ever-growing audience. We're in the final stages of implementing an entirely new website design and mobile app to meet the needs of the modern traveler.*

*Our website has millions of unique visitors and processes thousands of transactions. Our social media presence has experienced steady growth and a creative expansion in 2024.*

*Our digital presence provides an opportunity to be one click away from millions of people with your brand and advertising messaging.*

*The Steamship Authority*



**eNews BANNER ADS:**

Our eNews is an emailed newsletter that goes out to thousands of travelers, freight shippers, and residents concentrated in New England but reaches far beyond. We currently offer four separate editions of the eNews, which are offered to four separate subscriber lists. This advertisement is given a prime space immediately after the main feature of the newsletter.

COST (PER MONTH):	SUBSCRIBERS
MARTHA'S VINEYARD RESIDENTS: \$250	3,400
NANTUCKET RESIDENTS: \$250	2,250
MARTHA'S VINEYARD TRAVELERS: \$250	5,000
NANTUCKET TRAVELERS: \$250	3,500



MONTH YEAR | Martha's Vineyard Residents

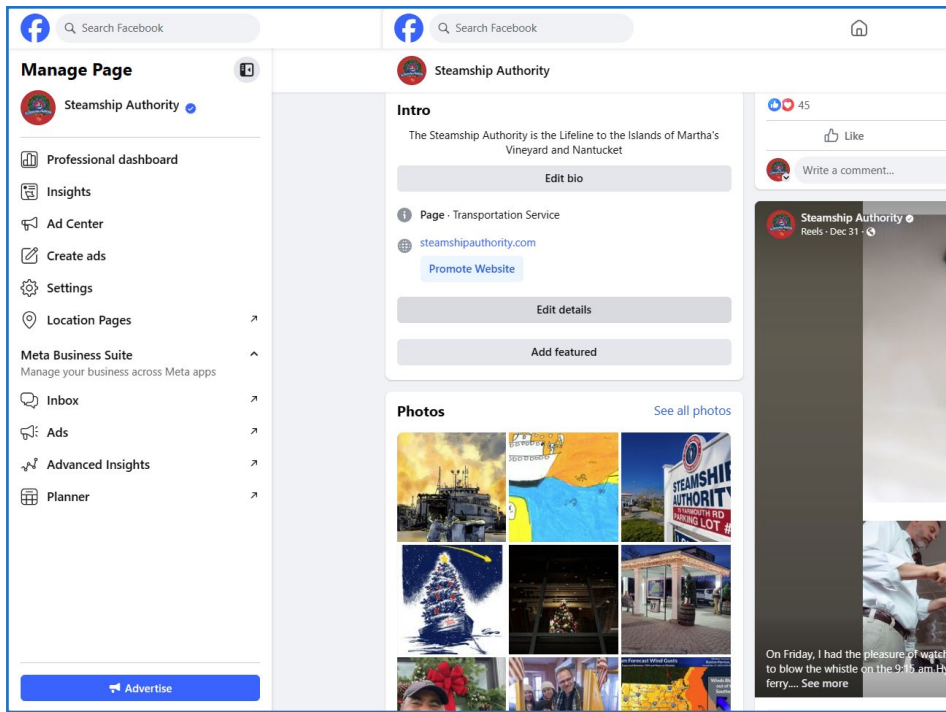
**Main Story H1 Heading Text Goes Here**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**eNews BANNER AD SPACE**

1100 pixels wide by 300 pixels tall  
Placed immediately after the lead story



## NEW! SOCIAL MEDIA POSTS:

We are beginning a pilot program for 2024. Any advertiser who books a print or digital placement will receive one dedicated social media post on the Steamship Authority Facebook, Instagram, and X (Formerly known as Twitter) pages during the duration of their booking. This will only be a free add-on for our partners in 2024.

**COST (Limited to one post per advertiser):**  
**FREE WITH ANY AD PURCHASE FROM**  
**THE STEAMSHIP AUTHORITY**

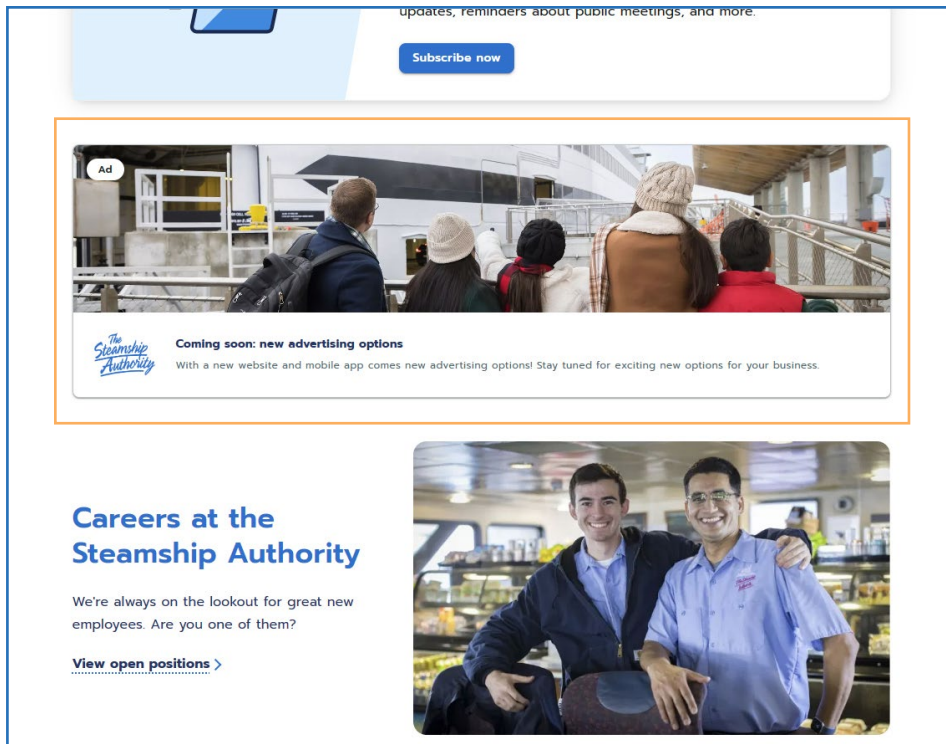
**CHECK OUT OUR SOCIAL MEDIA**  
**PROFILE PAGES WITH THESE LINKS:**

[facebook.com/SteamshipAuthorityMA](https://facebook.com/SteamshipAuthorityMA) - [@SteamshipMA](https://twitter.com/SteamshipMA) - [@SteamshipMA](https://www.instagram.com/SteamshipMA)

## COMING SOON! WEBSITE ADS

Online reservations, schedules, fares, vehicle availability and weather reports drive millions of consumers to our site. They can be one click away from yours.

**COST:**  
**PRICING AND DETAILS COMING SOON!**





# ORDER REQUEST FORM

Please fill out this form with as much information as possible. This form is a request, and it will be reviewed as quickly as possible by the Steamship Authority. After review, we will notify you of availability, approval, and payment requirements. Completion of this form does not guarantee or reserve any of the opportunities. Spots are reserved and secured only following a completed contract and a 50% deposit is paid.

Name (Point of Contact): \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email : \_\_\_\_\_

Company Website: \_\_\_\_\_ Have you advertised with us before? **YES** **NO**

I am interested in the following opportunities (please check all that apply):

## ON-BOARD VESSEL PRINT OPPORTUNITIES:

### ON-BOARD POSTERS

### ON-BOARD BROCHURES

### TABLETOP DECALS

PREMIUM STANDARD

4" X 9"

8" X 10"

6-8 MOS. 9-12 MOS.

6 MOS. 12 MOS.

M/V Eagle  
M/V Iyanough  
M/V Island Home  
M/V Martha's Vineyard  
M/V Nantucket  
M/V Woods Hole

## ON-ISLAND BROCHURES: 4" X 9" 8" X 10" 6-8 MOS. 9-12 MOS.

Vineyard Haven Terminal  
Oak Bluffs Terminal (SEASONAL)  
Nantucket Terminal

## HYANNIS TERMINAL BANNER:

## ON-ISLAND BROCHURES: 4" X 9" 8" X 10" 6-8 MOS. 9-12 MOS.

Vineyard Haven Terminal  
Oak Bluffs Terminal (SEASONAL)  
Nantucket Terminal

## eNews BANNER ADS:

Martha's Vineyard Residents  
Nantucket Residents  
Martha's Vineyard Travelers  
Nantucket Travelers  
Number of Months (1-12):

## SOCIAL MEDIA PLACEMENTS: (FREE WITH PURCHASE, ONE PER BUYER)

## SHUTTLE ADS:

3 MOS. 6 MOS. 12 MOS.

Parking Shelter Poster  
Parking Shuttle Bus Sign

Click here to attach this form to your default email. You will still need to hit 'SEND' on your email to complete the submission.

## PARTNERSHIP OPPORTUNITIES

- MAINLAND TERMINAL EXPLOREBOARD AD PROGRAM
- MAINLAND TERMINAL BROCHURES

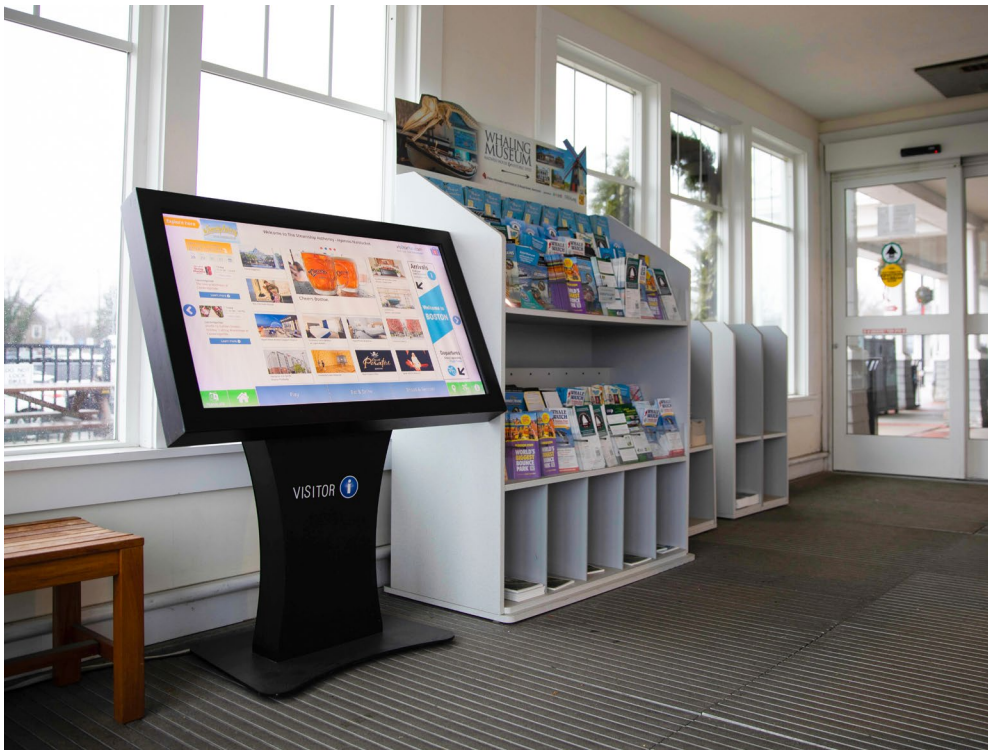
### UNIQUE OPPORTUNITIES CURATED BY THE BEST PARTNERS IN THE REGION

*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*





## MAINLAND TERMINAL EXPLOREBOARD AD PROGRAM:

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.

## MAINLAND TERMINAL BROCHURES:

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:

**LAURA CAPSHAW**

**EMAIL: [LCAPSHAW@CTMMEDIA.COM](mailto:LCAPSHAW@CTMMEDIA.COM)**

**PHONE: (860) 415-9387**

# Appendix

- FILE SPECIFICATIONS
- CONTACT

*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](mailto:advertising@steamshipauthority.com)**

## FILE SPECS

**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.

## 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, Terminal

**& Ticket Offices, and Parking Shuttle Shelters):** **Dimensions:** 22" x 28"      **Bleed:** 23" x 29"      **Safe Area:** 21" x 27"

### Parking Shuttle Bus Signs (Sizes vary. When order is placed, we will specify):

**Magnetic Bus Signs - Dimensions:** 18" x 12" - **BLEED:** 18.25" x 10.25" - **Bluebird Bus - Dimensions:** 18" x 10"

**BLEED:** 18.25" x 10.25" - **Flyer bus - Dimensions:** 18" x 11.12" - **BLEED:** 18.25" x 10.25"

**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"

**Tabletop Decals: Dimensions:** 12" x 12" (circle)      **Bleed:** 12.25" x 12.25" (circle)      **Safe Area:** 11" x 11" (circle)

## DIGITAL OPPORTUNITIES

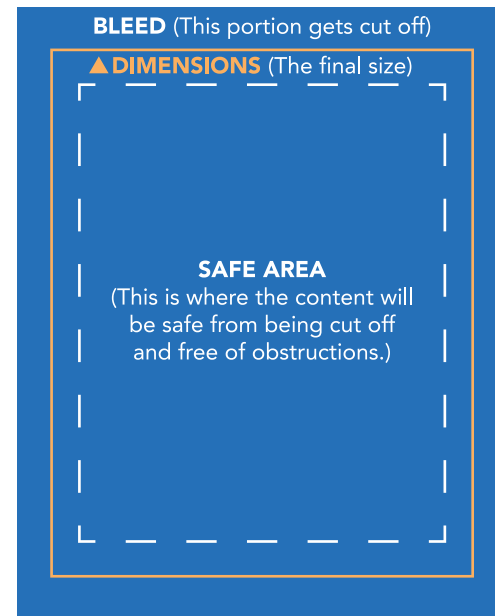
**eNews Banner Ads: 1100 pixels wide by 300 pixels tall**

**Social Media Posts:** These are applied to a pre-designed template. All we need is a high-resolution or vector copy of your logo (2" x 2" at 300 dpi or higher) and a link to your company's website.

**Coming Soon! Website Ads**

## PARTNERSHIP OPPORTUNITIES

Please contact our CTM representative **Laura Capshaw** at [lcapshaw@ctmmmedia.com](mailto:lcapshaw@ctmmmedia.com) or **(860) 415-9387**





# *The Steamship Authority*

Serving the Islands and You.

2 Islands

10 Shuttles

10 Vessels

2.9 Million Passengers Annually

Unlimited Opportunity

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

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## **STEAMSHIP AUTHORITY COMMUNICATIONS AND CREATIVE SPECIALISTS**

Sean F. Driscoll - Communications Director

Ian Chase Nichols and Sheila Corcoran - Communications and Creative Specialists

508-541-5011 Ext. 268 or 240 or email [advertising@steamshipauthority.com](mailto:advertising@steamshipauthority.com)

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