

YESTERDAY'S ISLAND

Today's Nantucket

2017 SCHEDULE

<u>ISSUE</u>	<u>DEADLINE</u>	<u>DISTRIBUTED</u>	
1.....	April 21	April 27-May 10; 2 weeks	DAFFODIL FESTIVAL
2.....	May 5	May 11-24; 2 weeks	NANTUCKET WINE FESTIVAL
3.....	May 19	May 25-31	MEMORIAL DAY WEEKEND
4.....	May 26	June 1-7	SPRING RESTAURANT WEEK
5.....	June 2	June 8-14	SPRING RESTAURANT WEEK, CONT.
6.....	June 9	June 15-21	NANTUCKET BOOK FESTIVAL
7.....	June 16	June 22-28	NANTUCKET FILM FESTIVAL
8.....	June 23	June 29-July 5	FOURTH OF JULY
9.....	June 30	July 6-12	NANTUCKET YOGA FESTIVAL
10.....	July 7	July 13-19	TRIATHLON, COMEDY FESTIVAL
11.....	July 14	July 20-26	
12.....	July 21	July 27-August 2	<i>Peak Season!</i>
13.....	July 28	August 3-9	
14.....	August 4	August 10-16	RACE WEEK, BOSTON POPS
15.....	August 11	August 17-23	OPERA HOUSE CUP
16.....	August 18	August 24-30	
17.....	August 25	Aug. 31-Sept.6	LABOR DAY WEEKEND
18.....	Sept. 1	September 7-13	<i>Wedding Season!</i>
19.....	Sept. 8	September 14-20	THE NANTUCKET PROJECT
20.....	Sept. 15	Sept. 21-Oct. 4; 2 wks	FALL RESTAURANT WEEK
21.....	Sept. 29	Oct. 5-Nov. 15; 6 weeks	PHOTO CONTEST ISSUE
22.....	Nov. 10	Nov. 16-Jan. 2018; 6 weeks	STROLL, HOLIDAYS, NEW YEARS

YI is everywhere your customers go...

Steamship & Hy-Line ferries • airport terminals • inns & hotels • shops, galleries, restaurants
Boat Basin • concierge desks • info centers • markets • on the web, on tablets, & on cell phones

And our Nantucket eNewsletter brings YI to your customers' inboxes.

WE RESTOCK EVERY DAY FOR THE BEST DISTRIBUTION!

508-228-9165



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PO Box 626, Nantucket, MA 02554

OUR AD PACKAGES GIVE YOU MORE in print & online:

- Your events in our Calendar online & in print • Free placement on maps
- Free listing & 50-word description in every issue
- Feature article if you advertise in 14+ issues (call to schedule)
- Social Media Shoutouts on:    

Yesterday's Island is on cell phones & tablets!

Ad Prices per Issue

Size in Blocks	Base Rate 1-4 issues	5-8 issues	9-13 issues	14-17 issues	18-20 issues	21-22 issues	Color charge add...
1	\$113	\$107	\$102	\$96	\$91	\$85	+\$40
2	\$159	\$151	\$143	\$135	\$127	\$119	+\$40
3	\$227	\$216	\$204	\$193	\$182	\$170	+\$50
4	\$276	\$263	\$249	\$236	\$221	\$208	+\$50
6	\$375	\$357	\$338	\$327	\$303	\$284	+\$50
8	\$468	\$445	\$421	\$397	\$374	\$351	+\$75
16	\$750	\$710	\$673	\$635	\$600	\$563	+\$150

Insertions of 4 issues or fewer must be prepaid. Bills are issued twice monthly, net 15; a late fee will be applied to all overdue accounts. Visa, MasterCard, and Amex are accepted for payment.

Discounts online & in our Nantucket eNewsletter

YI advertisers get special discounts on links and banner ads at Nantucket.net, NantucketWeddings.com, & in our eNewsletter that is sent to 29,000+ subscribers

Ad Sizes

1-Block Ad (1/16 page): 2³/₈" wide x 3" high (approx. the size of business card held vertically)

2-Block Ad (1/8 page) Horizontal: 4⁷/₈" wide x 3" high
Vertical: 2³/₈" wide x 6¹/₈" high

3-Block Ad (1/5 page) Horizontal: 7³/₈" wide x 3" high
Vertical: 2³/₈" wide x 9¹/₄" high

4-Block Ad (1/4 page) Square: 4⁷/₈" wide x 6¹/₈" high
Horizontal: 10" wide x 3" high
Vertical: 2³/₈" wide x 12³/₈" high

6-Block Ad (1/3 page) Horizontal: 7³/₈" wide x 6¹/₈" high
Vertical: 4⁷/₈" wide x 9¹/₄" high

8-Block Ad (1/2 page) Horizontal: 10" wide x 6¹/₈" high
Vertical: 4⁷/₈" wide x 12³/₈" high

16-Block Ad (full page): 10" wide x 12³/₈" high

We'll work with you to design an ad campaign that will help your business succeed.

You can:

*change your ad each issue,
add color,
change your writeup,
include your events in our complete Calendar,
and full season advertisers can be featured in editorial!*