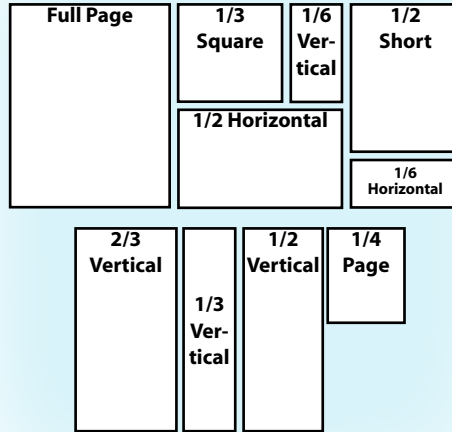


2011 ADVERTISING RATES - MV Island Weddings & Celebrations

All rates are gross and are for full color ads.

SIZE	WIDTH	HEIGHT
Covers:		
Bleed	9"	11.125"
Trim	8.75"	10.875"
Full Page:		
Bleed	9"	11.125"
Non-Bleed	7.75"	9.625"
2/3 Vertical	5.1"	9.625"
1/2 Vertical	3.6"	9.625"
1/2 Horizontal	7.75"	4.69"
1/2 Short	5.1"	7.15"
1/3 Square	5.1"	4.69"
1/3 Vertical	2.43"	9.625"
1/4 Square	3.6"	4.69"
1/6 Horizontal	5.1"	2.225"
1/6 Vertical	2.43"	4.69"



RATES	
Back Cover	\$3650
Inside Front Cover	\$3375
Inside Back Cover	\$3155
Full Page	\$2850
2/3 Page	\$2235
1/2 Page	\$1775
1/3 Page	\$1445
1/4 Page	\$1100
1/6 Page	\$850

DEADLINES

Publication Date: January 2011
 Space Reservation: Nov 5, 2010
 Materials Due: Nov 12, 2010

Distribution

Nationally and Internationally: Martha's Vineyard Island Weddings is mailed free of charge to everyone who visits our website, or the websites of the Martha's Vineyard Chamber of Commerce, the Vineyard Gazette, or Martha's Vineyard Magazine, and requests a complimentary copy. It is also for sale at selected Barnes & Noble bookstores.

On-Island: Complimentary copies of Martha's Vineyard Island Weddings are available at Island hotels, resorts and vendor locations, and are for sale at newsstands, bookstores and supermarkets.

Ad Materials Deadline

Finished materials provided by the advertisers or their agencies must be received by the materials deadline.

Any finished ads provided by advertisers or their representatives which contain improperly submitted materials requiring further production work by us or our designer, will incur further charges at the current rates. Materials for ads to be designed by Martha's Vineyard Magazine or our representative designers are due one week before materials deadline. Martha's Vineyard Magazine is not liable for errors in design or type when ad materials are received after this date. Any last moment changes after final proof will be charged to the advertiser.

Acceptance and approval of final proofs of ads by advertiser or his agency will constitute indemnification of publisher against any claims resulting from errors or omissions in the copy.

Martha's Vineyard Magazine is not liable for any errors in submitted finished materials.

Page Placement Fees

- 15% Premium for guaranteed page placement.
- 10% Premium for guaranteed position placement (i.e. right hand page).
- General positioning is at the discretion of the publisher.

Production Charges

Our design department is available to assist with ad design at the following rates:

- Layout and Production Charges..... \$60/hour (minimum 1/2 hour)
- Black and White Scan..... \$25
- Color Scan..... \$45
- Digital Color Proof..... \$25

Payment terms

All rates are net rates and are for computer ready ads. New advertisers may be required to pre-pay their first insertion. Bills are sent on publication date and are payable net 30 days. A 1.5% monthly interest amount will be charged on any unpaid balance over 30 days.

Cancellation

Advertisers who do not complete a committed frequency schedule will be subject to a rate adjustment based upon number of actual insertions. Advertisers who cancel after the Space Reservation Deadline will be charged 100% of the price of their ad. Any ads not received in time for press will be charged in full – where possible the most recently run ad will be used in its place. The publisher reserves the right to reject or cancel any advertising which in the publisher's opinion does not conform to the standards of the publication.

Contact Information

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