



PRINT

VIP MEMBERSHIP



TV SHOW

PRINT & ONLINE INTERACTIVE MAP

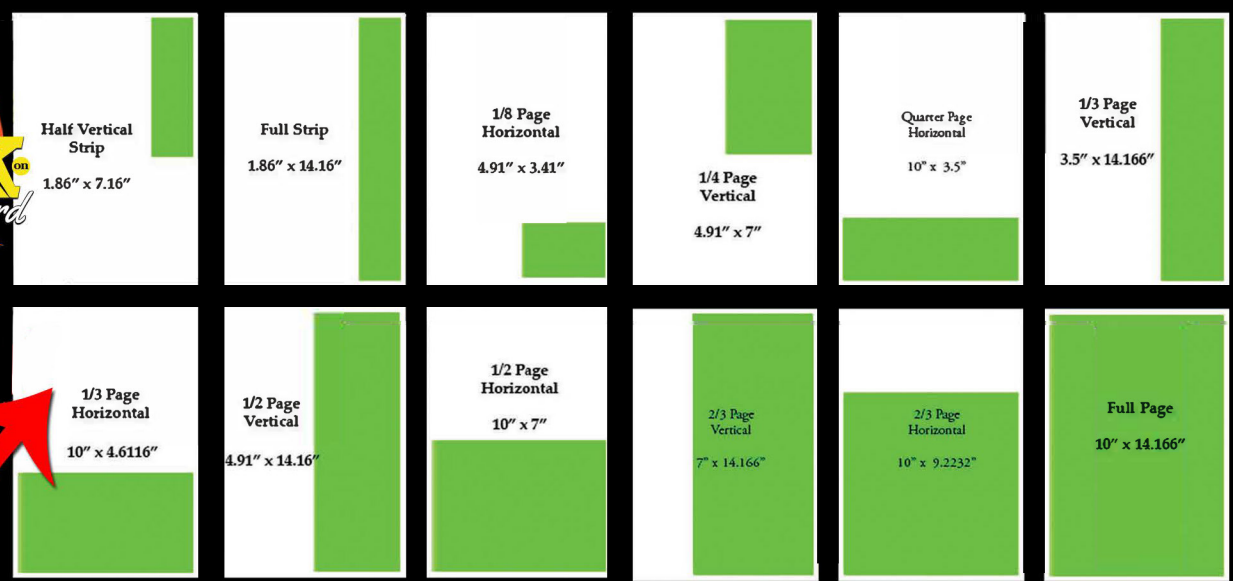


Andrea Cadigan
Model - TV Host - NFL Cheerleader

2019

COLIN YOUNG
774-563-9714 mvcolin@gmail.com

MULTIMEDIA KIT



Available Sections

- *Cover
- *Restaurant Review
- *Vineyard Living
- *@ night
- *Anonymous Diner
- *Galleries & Artists
- *Activity Spotlight
- *Real Estate
- *Hot Shopping
- *Health & Beauty
- *Restaurant Spotlight
- *Soak It Up!
- *Restaurant Spotlight
- *Fun & Games
- *Cheap Eats
- *Getting There
- *Home & Garden
- & Restaurant Profile

FULL SEASON PRICING

Placement	Ad Size
SP	Full Page/30-second Commercial
SP	2/3 Page/20-second Commercial
SP	1/2 Page/15-second Commercial
ROP	1/3 Page/10-second Commercial
ROP	1/4 Page/10-second Commercial
ROP	1/6 Page/promo
ROP	1/8 Page/promo

PACKAGE #1 \$1,195 PER ISSUE/EPISODE
 Full page ad in TW
 3 slot banner on all pages of TW.com
 Feature article
 Feature on show
 30 second commercial on the show
 Interactive map profile on thevineyardmap.com
 social media management 5 posts per week
 * up to 20% off for offering a discount on vineyarder club

PACKAGE #2 \$750 PER ISSUE/EPISODE
 Half page ad in TW
 2 slot banner on TW.com
 Feature article in the paper
 Feature on show
 20 second commercial on the show
 Interactive map profile on thevineyardmap.com
 Social media management 5 posts per week
 * up to 20% off for offering a discount on vineyarder club

PACKAGE #3 - \$450 PER EPISODE/ISSUE
 1/4 page in the paper
 2 slot banner on TW.com
 Feature in paper
 Feature on show
 15 second commercial on the show
 Interactive map profile on thevineyardmap.com
 Social media management 3 posts per week
 * up to 20% off for offering a discount on vineyarder club

PACKAGE #4 - \$275
 1/8th-page ad in the paper
 Feature article
 1 slot banner on tw.com
 Short feature on the show
 Promo on show
 Interactive map profile on thevineyardmap.com
 Social media management 3 posts per week
 * up to 20% off for offering a discount on vineyarder club



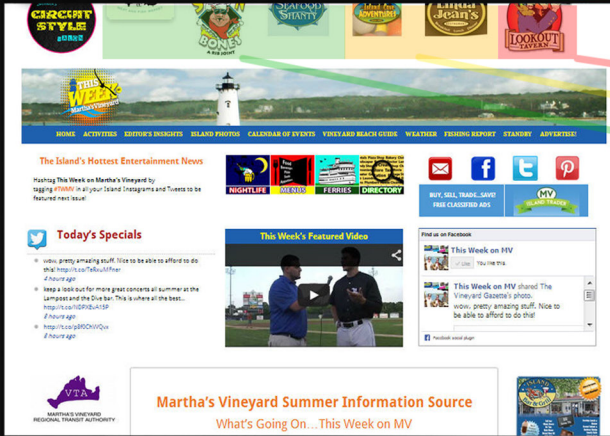
Social Media Management

Our social media management services encompass building your brand, customer base, loyalty, and more. When you sign on as a social media managed client, we will look at what is working, and what is not for your business and create content and post it across all your platforms (and ours!) using our special software that chooses the best times to publish them. We will assure all of your posts are focused to attract the right audience and drive business through your doors. We may also make other recommendations regarding the look and feel of your social media pages.

We post to your social media accounts 3 or 5 times each week depending on the package you choose with a mix of interactive and engaging posts tailored to your business and created from either content from articles and video from our products or with new content collected that week from your business.

WEB

thisweekonmy.com



PRICES:

TOP OF HOME PAGE

There are 6 slots on the top of the home page. These can be connected into one ad for up to 3 slots.

PRICES FOR TOP OF HOMEPAGE

- 1 Slot Ad -\$450 season/\$800/year
Special Introductory Pricing!
- 2 Slot Ad -\$750/season/\$1200/year
save \$150-\$500!
- 3 Slot Ad -\$1000/season/\$1500/year
save \$350-\$900!

DIRECTORY

The directory has a button on the home page just below the header in view when page opens in browser.

\$99 season/\$150 year

HOME PAGE SIDE BAR ADS

\$400/season/\$700 year

SUBSEQUENT PAGES ADS

Ads appear on other pages on the site (ie: Nightlife Page - Ferries Page, Menus Page, etc.). Ads appear in side bars of a specific page.

\$325 season/\$550 year

PUBLISHED EVERY OTHER WEEK ALL SUMMER LONG!

FREE THIS WEEK'S Martha's Vineyard ISSUE 261

Cover Story: Edgartown
Lampoon
Nightlife

restaurants music shopping arts activities theater nightlife & more

LABOR DAY GRILLING WITH EDGARTOWN MEAT & FISH MARKET

Edgartown Meat & Fish Market

Open 7 days
Trader Fred's
Tony's Market

22 thisweekonmy.com May 25 - June 21, 2018

NIGHTLIFE

PRINT

THURSDAY THRU SATURDAY

BEAT THE HEAT

THURSDAY, June 21
The Covergirls
Honky-Tonk

FRIDAY, June 22
The David Hanson Trio
Honky-Tonk

SATURDAY, June 23
Honky-Tonk

FRIDAY, June 22
8:00 PM - 11:00 PM
9:00 PM - 11:00 PM
10:00 PM - 11:00 PM

SATURDAY, June 23
8:00 PM - 11:00 PM
9:00 PM - 11:00 PM
10:00 PM - 11:00 PM

CIRCUIT AVE. OAK BLUFFS

CIRCUIT AVE. OAK BLUFFS THE BIRTHDAY.COM

608-627-9966

KEEP IT REAL

SOAK IT UP beach guide

Edgartown

Oak Bluffs

12 CIRCUIT AVENUE EXT ON THE HARBOR OAK BLUFFS (508) 633-3420

LARGEST BEER SELECTION WITH OVER 100 BEERS! BEST WINGS ON THE ROCK! FAMOUS TUESDAY LOBSTER FEST



Andrea Cadigan

Model · TV Host · NFL Cheerleader

TV SHOW

- 30-minute video show hosted by NFL Cheerleader Andrea Cadigan and MTV personality Nicole Spiller

- "Chronicle style" content that follows the content in the paper offering a different insight into the stories we write in the Newspaper including Restaurant profiles, Activities, Hot Shopping, Party Up guide to nightlife, Soak it up - guide to the beaches, interviews and much much more.

- Show broadcast on Comcast Cable as well as live on social media, our websites, TheVineyardMap.com interactive map and on local public access channel MDTV.

- Your segments, promo's and commercials will be made available to you to use on your website and social media.

ON LOCATION SHOOTING*

HALF DAY RATE

(up to 6 hours per calendar day): **\$800**

FULL DAY RATE

(up to 12 hours per calendar day): **\$1200**

*Plus basic travel expenses (parking, gas, food, etc.) Includes one assistant.

IN STUDIO SHOOTING & EDITING SESSIONS**

HOURLY RATE: \$100 per hour

HALF DAY RATE

(up to 6 hours per calendar day): **\$500**

FULL DAY RATE

(up to 12 hours per calendar day): **\$800**

**Includes indefinite full usage license.





THE VINEYARDER CLUB

This Week on Martha's Vineyard, the island's premier entertainment newspaper for 20 years, has created a special membership club. With an existing base of over 100 island businesses, This Week on MV actively negotiates exciting discounts for our frequent visitors who are members of the "Vineyarder Club"

Available for a day, a week, a season or a full year. The Vineyarder Club offers discounts on everything from food to fishing, Car rentals to candy and more. Our members can earn back the cost of a membership in less than a day.

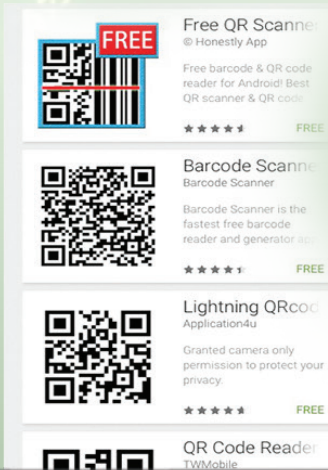
The App works entirely on your smart phone by simply finding participating businesses and scanning their unique QR code at the register. The App keeps track of how much you are saving and lets you know when new discounts are available. Imagine getting 2 for 1 entrées at Island House Bar & Grill, in the summer! Or 20% off bike,

moped and car rentals, or Free Bait from Keep it Reel Bait and Tackle. The list of discounts is growing every day.

To join visit www.vineyarderclub.com or simply scan the QR code whenever you see the Vineyarder Club in print or at establishments. Join today and start saving!

- No cards or numbers, membership operates entirely on smartphones
- Member businesses control the offered discounts – zero acquisition cost for new customers.
- Trackable use and discount savings for both the member and the member business
- Steer clients to area's or times of your business that need the most help
- Advertised across all our platforms and on the steamship authority website
- NO COST TO MEMBER BUSINESSES!

Download a QR & Barcode scan app to your smartphone



visit www.vineyarderclub.com or simply scan the QR code whenever you see the Vineyarder Club



in print or at establishments

RECEIVE A DISCOUNT!



The Vineyarder Club Just Saved Colin \$50 at Island Spirit Kayak 9 months ago

How Does it Work?

- 1 Sign up for one of our plans now
- 2 Visit any participating businesses
- 3 Scan the merchant's QR code
- 4 Apply discounts and save!

How Much Will You Save?

Retail	Beauty	Groceries	Attractions
Average cost: \$40	Average cost: \$100	Average cost: \$100	Average cost: \$65
Average savings: \$7	Average savings: \$10	Average savings: \$10	Average savings: \$8

Try it first



THEVINEYARDMAP.COM

PRINT | ONLINE | INTERACTIVE

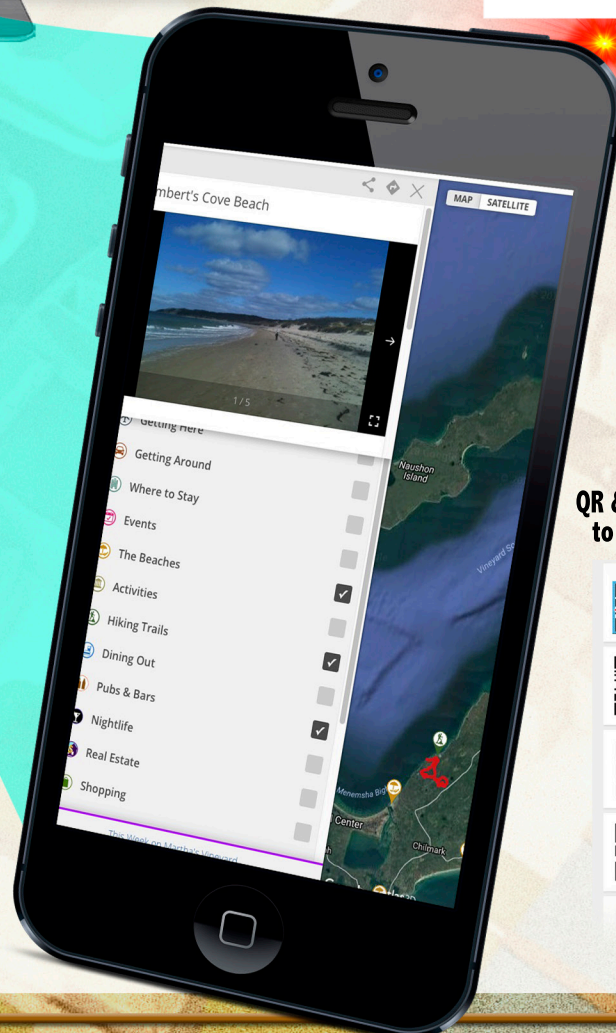


1 BOX	\$495
2 BOXES	\$895
3 BOXES	\$1250
4 BOXES	\$1595

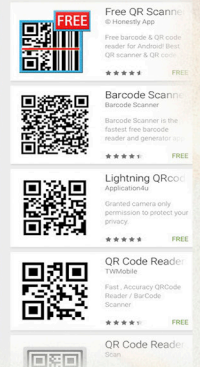
FULL INTERACTIVE MAP \$195 WITH PRINT
 \$295 WITHOUT PRINT
 (ADS, 360 PHOTOS, MENU, ETC.)



- Get Directions
- Menus
- Reviews
- Share Content with Friends
- Bike Paths
- Bus Routes/Stops
- Nightlife
- Beaches
- 360 Videos & Photos



Download a QR & Barcode Scan app to your smartphone



CONTACT

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 mvcolin@gmail.com