

Market your business to over a  
**MILLION** of our **PASSENGERS...**  
Advertise locally with

*The Steamship Authority*

Hyannis Terminal



Vineyard Haven Terminal



**Digital Signage**

*at terminals*

**Brochure Display**

*at terminals*

**Billboard Ads**

*on vessels & at terminal*

**Website Tile Ads**

*Run of site*

**Targeted markets include:**

- Seasonal Island Residents
- Extended Stay Visitors
- Day Trippers
- Year-round Island Residents

Steamship Authority Advertising Contact  
**Kimberlee McHugh, Director of Marketing**  
508-548-5011 ext. 306 Fax: 508-289-5306  
advertising@steamshipauthority.com



## **Benefits of Advertising with the Steamship Authority:**

- ◆ Over 2.6 million passengers traveled with us in 2009.
- ◆ Our billboard advertising offers over 200,000 impressions on average per month.
- ◆ Market your business to a variety of customer segments including upscale commuters and leisure travelers.
- ◆ Your advertising message is directed to a captive audience at the terminal and on board our vessels.
- ◆ Over 1 million unique visitors log on to our website each year.

## **Demographics of Seasonal Island Residents**

- ◆ Male 52%
- ◆ Female 48%
- ◆ Median Age: 47
- ◆ Median Household Income: \$185K
- ◆ Median Home Value: \$975K

### **Advertising Contact:**

**Kimberlee McHugh**

**Director of Marketing**

**508-548-5011 ext. 306**

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

# ADVERTISING OPPORTUNITIES

Please check the items that you are interested in and a proposal will be sent to you for review.  
Discounted packages available. A full media kit will be sent upon request.

<b>Brochure Display</b> \$200 (4x9) or \$400 (8.5x11) for 6 months \$250 (4x9) or \$450 (8.5x11) for 12 months	<b>Online Advertising</b> www.steamshipauthority.com over 95 million hits in 2009 Rates vary - please call 508-548-5011 ext. 306 for more details.	<b>Billboard Advertising</b> Year-round promotions Rates vary - please call 508-548-5011 ext. 306 for more details
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√	Brochure Display at terminals	√	Month	Website Hits	√	Billboards/Posters	Location
	Woods Hole Info Booth (seasonal)		Jan-09	6,445,651		M/V Iyanough	Nantucket
	Woods Hole Terminal (year-round)		Feb-09	2,831,017		M/V Eagle	Nantucket
	Nantucket Terminal (year-round)		Mar-09	3,787,033		M/V Nantucket	Nantucket & Martha's Vineyard
	Hyannis Terminal (year-round)		Apr-09	5,504,837		M/V Island Home	Martha's Vineyard
			May-09	8,801,192		M/V Martha's Vineyard	Martha's Vineyard
	<b>Terminal Digital Signage</b>		Jun-09	11,860,651		Woods Hole Terminal	Woods Hole
	<b>Still Photo and Video Ads available</b>		Jul-09	17,214,956	<b>Advertising Contact:</b>  <b>Kimberlee McHugh</b>  <b>Director of Marketing</b>  <b>(508) 548-5011 ext. 306</b>  <b>Fax: 508-289-5306</b>  <b>advertising@steamshipauthority.com</b>		
	Nantucket Terminal		Aug-09	17,155,146			
	Vineyard Haven Terminal		Sep-09	8,703,782			
	Oak Bluffs Terminal		Oct-09	5,391,584			
	Hyannis Terminal		Nov-09	3,751,156			
	Woods Hole Terminal		Dec-09	3,888,989			

<b>Company Name:</b>	Comments:
<b>Contact:</b>	
<b>Address:</b>	
<b>Phone:</b>	
<b>Email:</b>	

Fax this form to 508-289-5306 or mail to Steamship Authority  
Marketing Dept., PO Box 284, Woods Hole, MA 02543