



2024 MEDIA KIT

This is Hy-Line is distributed to passengers coming to and from the Islands, reaching the valuable Hy-Line passenger market: a diverse melting pot of domestic and international visitors, second homeowners and commuters.

These passengers are exposed to your advertising message as they travel to and from the islands.

Complimentary copies of **This is Hy-Line** are also available to travelers in our Hyannis, Nantucket and Martha's Vineyard ticket offices and waiting areas, and in selected community locations.

The magazine will also be featured prominently within the blog and homepage of our redesigned website coming out spring 2024, hylinecruises.com.

The link to an online version of **This is Hy-Line** is included in two emails delivered to passengers one week before they travel. Throughout the summer, the emails are delivered to approximately 2,500 customers weekly.

With more than 700,000 passengers traveling to the islands annually and an additional 70,000 passengers on Hy-Line's fishing and sightseeing operations, your message in **This is Hy-Line** will give your business exposure to almost 1,000,000 visitors looking for things to do, places to eat, and places to stay.

ADVERTISING SALES

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PHOTO COURTESY PETER BARROWS

This is Hy-Line

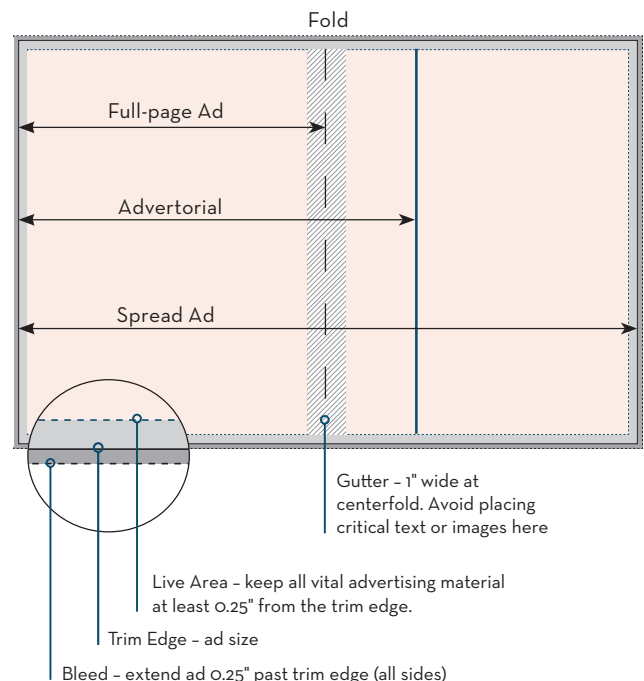
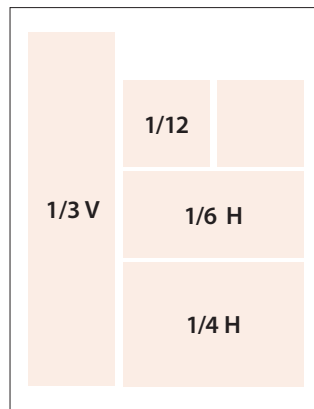
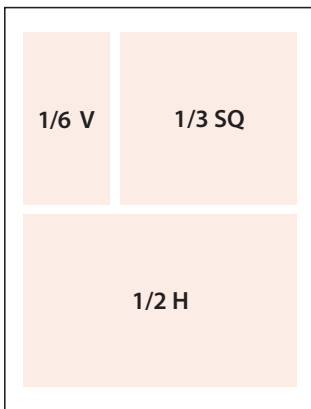
FOUR COLOR • GLOSSY MAGAZINE • PUBLISHED ANNUALLY

2024 AD RATES & SPECIFICATIONS FOR THIS IS HY-LINE MAGAZINE

	SIZE (W X H)	RATE
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	\$8,250
SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	5,280
BACK COVER*	8.375" x 10.875" (trim)	6,270
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	4,950
INSIDE BACK COVER*	8.375" x 10.875" (trim)	3,960
FULL PAGE*	8.375" x 10.875" (trim)	3,080
2/3 PAGE	4.75" x 9.625"	2,750
1/2 PAGE	7.25" x 4.81"	2,310
1/3 PAGE	SQ: 4.75" x 4.81" V: 2.25" x 9.625"	1,870
1/4 PAGE	4.75" x 3.6	1,375
1/6 PAGE	H: 4.75" x 2.25" V: 2.25" x 4.81"	1,056
1/12 PAGE	2.25" x 2.25"	594

PREMIUM POSITION: Add 15% to above rates for premium placement (any requested position in magazine)

- **Early Payment Discount:** Receive 10% discount if paid in full prior to Jan. 26, 2024. Gross rates apply thereafter. No discounts on past due account.
- 15% non-profit discount.
- All advertising prices include four-color process. Ads must be supplied press-ready.
- We accept high-resolution PDFs at 300dpi, colors converted to CMYK and all fonts embedded. Please email ads to ruthw@hylinecruises.com.
- **Additional specifications for full pages and spread ads:** please extend 0.125" bleed past trim edge for bleed ads. Keep all text 0.25" inside of the trim edge.
- **Ad Design & Production:** Assistance with ad design is available through Colibri Northwest for \$100, added to contract (up to three proofs; \$105/hour after third proof).



CONTACT INFORMATION

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This is Hy-Line Magazine is published by Colibri Northwest for Hy-Line Cruises.
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- SPACE RESERVATIONS, INCLUDING SIGNED CONTRACT AND PAYMENT DUE BY: **MARCH 29, 2024**
- ALL ADS MUST BE COMPLETE AND SUBMITTED BY: **APRIL 12, 2024**
- PUBLICATION DATE: **MAY 13, 2024**