



2021 BROCHURE DISPLAY PROGRAM

The Steamship Authority is pleased to offer brochure rack space to display **tourism** publications at all Steamship Authority Terminals and selected vessels. Brochures and publications that are related to tourism, such as accommodations, restaurants, rental properties, services and tourist attractions located on the Cape and Islands are encouraged.

CTM Media Group manages our brochure display program at our mainland terminals in **Woods Hole and Hyannis**. CTM Media offers brochure distribution service, including regular and frequent fulfillment, convenient literature storage options and usage tracking/reporting. Touch screen information kiosks known as *ExploreBoards*, will also be offered for anyone interested in digital advertising. You can learn more about CTM by visiting their website at www.ctmmediagroup.com. If you wish to display your brochures at the Woods Hole Terminal or the Hyannis terminal, please contact Laura Capshaw via email at lcapshaw@ctmmedia.com or call her at 860-415-9387.

The Steamship Authority will continue to manage the brochure display program at the **Vineyard Haven, Oak Bluffs or Nantucket Terminals**. Please read the details and sign below and fill out the form on page two. A sample of publication intended for display must be sent to the Steamship Authority's marketing department for review. Upon approval, an invoice will be issued to the advertiser. We recommend that brochures be printed on a 60# or heavier paper stock.

Stocking procedure for Vineyard Haven, Oak Bluffs or Nantucket: Advertisers are required supply at least one case (a minimum of 200) of brochures to each Steamship Authority Terminal Manager one week in advance of program start date. Each advertiser will be assigned the same number of slots (two or more depending on available space) in a fair and consistent manner. The Terminal Manager and staff will manage and stock the brochure rack on a regular basis. Once brochure supply runs low, the Advertiser will be notified to deliver additional (one case) brochures. Advertisers should not stock the brochure display rack on their own. Please see a Terminal Manager or staff member for assistance with brochure racks.

Please note that the Woods Hole Information Booth is open seasonally from May – October. The booth is staffed part-time May, June and October (weekends and holidays) and full-time July-September. The Oak Bluffs terminal is also operated seasonally, May-October.

VESSEL RACK SPACE

Due to limited space on board SSA vessels, **only island guidebooks and/or maps will be displayed on board.**

Stocking procedure: The advertiser may designate one representative to stock rack throughout the season. That designee will be provided an ID for admittance. The advertiser is required to maintain the rack(s) throughout the year. Any new racks will be installed in an agreed upon location but space is limited and must be pre-approved. Racks should not be moved by the advertiser without prior approval.

Please note that the M/V Iyanough is operated seasonally (mid-April to the end of December.) As per our normal routine maintenance schedule, each ferry will be taken out of service for repairs and dry-dock for short periods of time.

To reserve space for your publication, please fill out the attached form. Brochure display space is sold on a first come first serve basis only. Once all rack spaces are filled, a waitlist will be established in the event any rack space becomes available.

I, _____, agree to follow all guidelines outlined above.
(Print First and Last Name)

Signature X _____ **Date:** _____

Please mail this document with your brochure sample to:

Steamship Authority, Kimberlee McHugh, 509 Falmouth Rd. Suite 1C, Mashpee, MA 02649



Company Name	
Contact Name	
Mailing Address	
City, State & Zip	
Phone	
Fax	
Email	
Website	
Publication Name	

If displaying more than one publication, please fill out an additional form.

Any publications which are not authorized by the Steamship Authority will be removed from all brochure display racks. Steamship Authority ferry customers may not be solicited by any advertiser on Steamship Authority property. We reserve the right to remove brochures/publications immediately if the advertiser does not follow the guidelines described in page one. Please check the boxes below and include preferred start and end dates.

Type	Size	Time Period
Rack Card <input type="checkbox"/>	4"x9"	<input type="checkbox"/> 6-8 months <input type="checkbox"/> 9-12 months
Publication <input type="checkbox"/>	8"x10" or larger	<input type="checkbox"/> 6-8 months <input type="checkbox"/> 9-12 months

Monthly rate for less than 6 months - \$45.00

Terminal Location(s)	6-8 months	9-12 months	Preferred Start and End Dates (MM/DD/YY)	Cost
	4x9 or 8x10	4x9 or 8x10		
Vineyard Haven	\$250 or \$450	\$300 or \$500	_____ to _____	\$ _____
Oak Bluffs*	\$250 or \$450	\$300 or \$500	_____ to _____	\$ _____
Nantucket	\$250 or \$450	\$300 or \$500	_____ to _____	\$ _____

*Seasonal Operation (May-Oct) therefore a 12 month period is not available.

Vessel Space	6-8 months	9-12 months	Preferred Start and End Dates (MM/DD/YY)	Cost
	4x9 or 8x10	4x9 or 8x10		
<i>Limited to guidebooks and maps</i> M/V Island Home	\$300 or \$600	\$350 or \$650	_____ to _____	\$ _____
M/V Martha's Vineyard	\$300 or \$600	\$350 or \$650	_____ to _____	\$ _____
M/V Iyanough *	\$300 or \$600	\$350 or \$650	_____ to _____	\$ _____
M/V Nantucket	\$300 or \$600	\$350 or \$650	_____ to _____	\$ _____
M/V Eagle	\$300 or \$600	\$350 or \$650	_____ to _____	\$ _____
M/V Woods Hole	\$300 or \$600	\$350 or \$650	_____ to _____	\$ _____

As per our routine maintenance schedules, each vessel will be taken out of service for annual repairs and dry-dock. Please refer to our schedules for information about which ferries are operating throughout the year.

* The Iyanough offers season service (April - December) therefore a 12 month period is not available

Total Amount Due \$ _____

Notes:

I agree to follow the guidelines outlined on page 1 of this document:

Signature	Date

Please mail this document with your brochure sample to:

Steamship Authority, Kimberlee McHugh, 509 Falmouth Rd. Suite 1C, Mashpee, MA 02649