

# The Inquirer and Mirror

## 2025 Media Kit

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THE INQUIRER AND MIRROR

•

ACK.NET

•

NANTUCKET TODAY

•

I&M DIGITAL PRODUCTS



1.

# DIGITAL



**2 Million+**  
ack.net users

**ack.net**

**30K+**  
social media following

## THE 2025 STATS

7 Million+  
ACK.NET PAGE VIEWS

20K +  
I&M PRINT DIGITAL READERS

20K +  
NANTUCKET TODAY  
PRINT READERS

40K +  
SOCIAL MEDIA

20K+  
FACEBOOK REACH

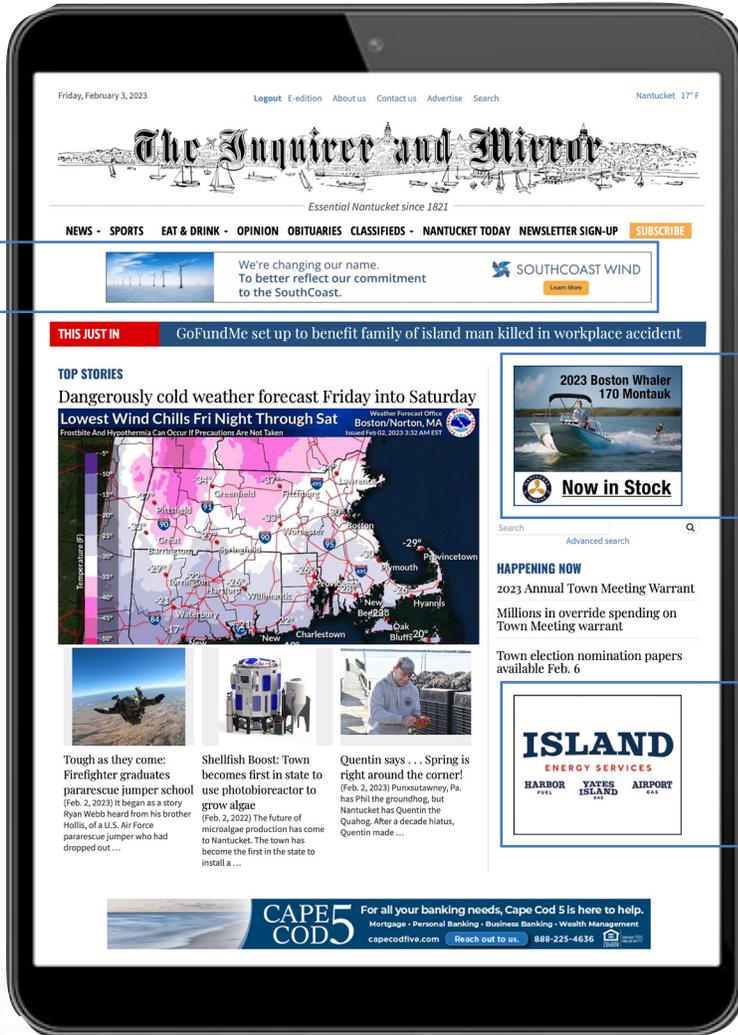
14K +  
INSTAGRAM FOLLOWS

15K +  
EMAIL SUBSCRIBERS

55% +  
EMAIL OPEN RATE

4K +  
WEEKLY APP USERS

1.



2.

3.

## RATES HOME PAGE RATES

- 1) Leaderboard Ad Unit (970 x 90 pixels) \$685 month / \$625 month on year contract
- 2) Medium Rec Base Ad (300 x 250 pixels) \$735 month / \$630 month on year contract
- 3) Medium Rec View+ Ad (300 x 250 pixels) \$630 month / \$478 month on year contract

## INSIDE SECTION FRONT RATES

- 1) Leaderboard Ad Unit (970 x 90 pixels) \$500 month / \$425 month on year contract
- 2) Medium Rec Base Ad (300 x 250 pixels) \$525 month / \$450 month on year contract
- 3) Medium Rec View+ Ad (300 x 250 pixels) \$425 month / \$375 month on year contract

*The Inquirer and Mirror*

Mary Sharpe Advertising Director 508-228-0001 Ext. 27 msharpe@inkym.com

**10 Million+**  
ack.net page views



**High Impact**

## RATES

**HIGH IMPACT**  
(1920 x 350 pixels)  
\$750 per week - sole position

**STICKY FOOTER**  
Ask for details

## Instagram



## SOCIAL MEDIA STORIES \$150

- Custom Link
- Hashtags
- Brand Messaging with 2-3 Slides

@inquirerandmirror

InkyM

InquirerandMirror



INSTAGRAM



TWITTER



FACEBOOK

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3.

# DIGITAL

## E-NEWSLETTER

15K+  
Email Subscribers

60%+  
Email open rate

1.



Desktop



Mobile

2.



Desktop



Mobile

3.



### SPECIFICATIONS

Submitted final ads should be jpeg or png formats, 300 dpi @ 100%. Or, we can build the ad for you as a still ad or adaptive ad. Send us your logo, copy and images that you want to use.

Please provide the NRL you want your ad to link to. Animated ads are available, call for details.

## RATES

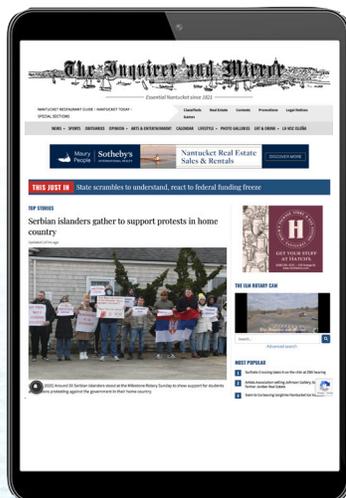
- 1) LARGE AD  
550 x 550 pixels
- 2) MEDIUM AD  
550 x 350 pixels
- 3) BOX AD  
300 x 250 pixels

	MONDAY	TUESDAY	THURSDAY	FRIDAY	COMBO*	SATURDAY
1) LARGE AD	\$250	\$263	\$350	\$379	\$600	\$500
2) MEDIUM AD	\$150	\$180	\$250	\$289	\$341	\$341
3) BOX AD	\$100	\$175	\$225	\$250	\$300	\$300

CUSTOM MARKETING  
EMAIL TO OUR  
DATABASE \$500

\*COMBO - Any 2 days except Saturday

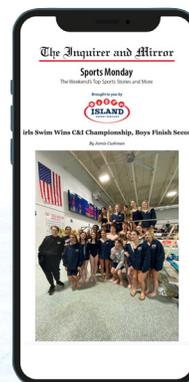
ack.net



News Letter  
Tues, Fri, Sat



Sports Monday



The Weekender  
Thursday



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# PRINT AND DIGITAL SPECIFICATIONS

## Sizes and Depth Requirements

Ads are sold by the column inch. Minimum ad size sold is 4 column inches. Minimum color ad is 6 column inches. Column width. Total page size is 6 columns by 19.75 inches deep.

## Column Width Measures Column Pica Inch

1 column 10p1 picas 1.694 inches  
 2 columns 21p3 picas 3.555 inches  
 3 columns 32p5 picas 5.417 inches  
 4 columns 43p7 picas 7.278 inches  
 6 columns 65p5 picas 11.0 inches

Note: No 5 column ads are allowed  
 Ads 16 inches or higher will be charged to 20 inches

## Copy Regulations

"News-Style" advertisements must be set in a different type face than actual news content and must carry the word "Advertisement" at the top of the ad in 9 point Helvetica type or larger.

Political Advertisements must be pre-paid, no exceptions. Ads must carry the words "Paid Political Advertisement" at the top of each ad column in 9 point Helvetica type. Other restrictions may apply. Call for further information.

**The Inquirer and Mirror reserves the right to revise advertising rates within reasonable notice.** All orders and contracts are subject to these terms. Any account which fails to keep current more than two months in a calendar year will lose its discount.

**The Inquirer and Mirror reserves the right to reject any advertisement at any time,** and such a rejection shall not constitute a breach of advertising contract. Cancellations are accepted up to noon Monday for following Thursday publication. After that a 75% kill fee will apply.

**All accounts must be pre-paid until the accounting department has approved the credit application.** Accounts are due and payable 30 days after statement date. Interest will be charged at 1.5% per month on balances over 30 days. Any balances 60 days or older must pre-pay for any future advertising and have a written payment agreement with the business office until the account is current.

## Sending ads as Electronic Files

Press-ready ads should be emailed to your account representative.

### Please submit your ad files as:

- PDF files, exported for press.
- All fonts **MUST BE** embedded.
- JPEGs at 300 dpi are accepted.
- Convert colors and images to CYMK, pantone colors will be reject.
- PSD files are also accepted.

To send images and logos for production to build your ad, electronic files must be least 300 dpi at 100%.

Please contact the production department with specific questions about your artwork or files: 508 228-0001 or e-mail phalik@inkym.com

**Any advertiser who does not use the space or frequency specified on the contract will be billed the difference between the amount used and the contract amount.**

**The Inquirer and Mirror will not assume any financial responsibility for typographical errors** except in a time sensitive advertisement to credit the part of the ad that was incorrect. Omissions or errors must be brought to the attention of The Inquirer and Mirror no later than the day following publication. All questions regarding billing must be addressed within 30 days, or statement will be taken as accurate.

**Advertisements may not be printed upside down or sideways. No floating of ads. All ads must be bordered.**

**Page position is not guaranteed,** however, we do our best to honor requests. Add 35% rate premium for guaranteed section position. Restrictions apply.

**For Classified ads - Selfservice**Please see [ack.net/classified](http://ack.net/classified)**Classified Rates**

Private Party: 3 lines of copy	\$15.33/wk
Additional lines per week	\$3.44 ea.
Business/Commercial: 3 lines of copy	\$20.09/wk
Additional lines of copy per week	\$3.44 ea.
Help Wanted: 3 lines of copy	\$21.89/wk
Additional lines of copy per week	\$3.44 ea.
Real Estate: 3 lines of copy	\$28.00/wk
Additional lines of copy per week	\$3.44 ea.

**Classified Contracts**

Real Estate Rental - 4wks., 3 lines discounted	\$84.00
Additional lines of copy per week	\$3.44 ea.
6 Weeks - 3 lines of copy	\$17.06/wk
Additional lines of copy per week	\$3.44 ea.
12 Weeks - 3 lines of copy	\$16.73/wk
Additional lines of copy per week	\$3.44 ea.
26 Weeks - 3 lines of copy \$	16.40/wk
Additional lines of copy per week	\$3.44 ea.
52 Weeks - 3 lines of copy	\$16.08/wk
Additional lines of copy per week	\$3.44 ea.
Display Classified Ads:	See Rates

**Business Directory Rates**

(no changes) for a minimum of 16 weeks	\$19.10 column inch
	<b>Weekly Rates</b>
1 col. x 1 inch 16 weeks	\$19.10
1 col. x 2 inches 16 weeks	\$38.20
1 col. x 3 inches 16 weeks	\$57.30
1 col. x 4 inches 16 weeks	\$76.40
1 col. x 5 inches 16 weeks	\$95.50

**Terms, Discounts, Commissions**

- Contract Discounts Available.
- Group and color rates may apply to special sections.
- Agencies - 15% off agency rate.  
Accounts must be paid within 30 days or discount waived.
- 35% rate premium for guaranteed section placement.

**Advertising Deadlines\***

Retail Advertising: Monday 10 a.m.

Classified Advertising: Monday 2 p.m.

Legal Advertising: Friday 4 p.m.

Publication: Weekly, Thursday mornings, 6 am

**\*Special deadlines for Thanksgiving, Christmas, New Year's issues may apply.**

**SPECIAL ADVERTISING  
PAKAGES****JANUARY**

A New Year, A New You  
Pig Skin Predictions

**FEBRUARY**

Valentine's Day Romance Package  
Get Off the Rock

**MARCH**

Women in History  
College Hoops

**APRIL**

This Week on Nantucket  
Daffodil Weekend

**MAY**

Nantucket Restaurant Guide  
This Week on Nantucket

**JUNE**

Nantucket Today  
This Week on Nantucket  
Graduation Sponsorship

**JULY**

Nantucket Today  
This Week on Nantucket

**AUGUST**

Nantucket Today  
Best of Nantucket  
This Week on Nantucket

**SEPTEMBER**

Nantucket Today  
Whaler School Sports Pages  
This Week on Nantucket

**OCTOBER**

This Week on Nantucket  
Fall Sports Extra

**NOVEMBER**

Nantucket Today  
A Nantucket Christmas

**DECEMBER**

Stroll Special  
Holiday Greetings

# Nantucket TODAY

20K+

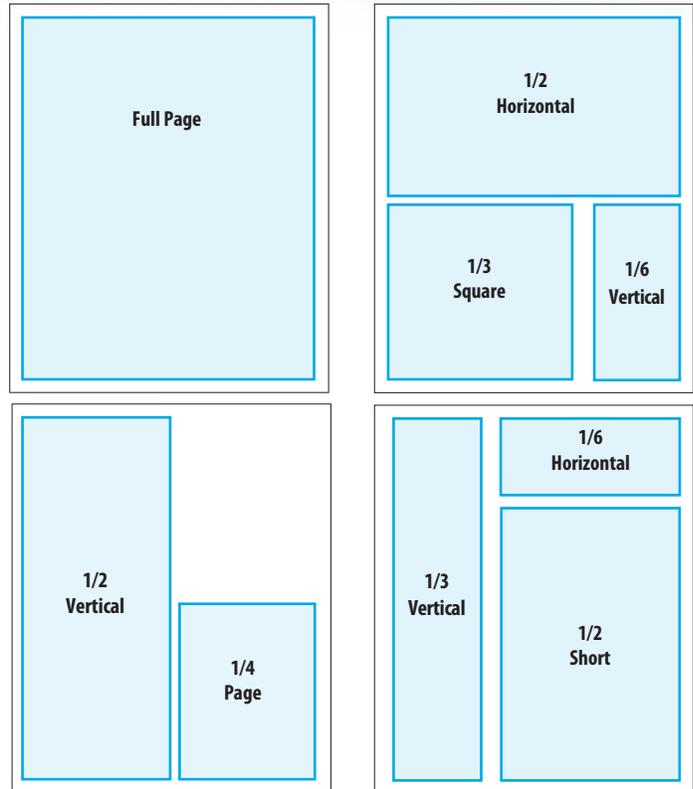
NANTUCKET TODAY PRINT READERS

SIZE	WIDTH	HEIGHT
<b>COVERS</b>		
Bleed	9.25"	11.125"
Trim	9.00"	10.875"
<b>FULL PAGE</b>		
Bleed	9.25"	11.125"
Non-Bleed	8.00"	9.875"
1/2 Vertical	3.90"	9.875"
1/2 Horizontal	8.00"	4.855"
1/2 Short	5.275"	7.345"
1/3 Vertical	2.555"	9.875"
1/3 Square	5.275"	4.855"
1/4 Square	3.90"	4.855"
1/6 Vertical	2.555"	4.855"
1/6 Horizontal	5.275"	2.355"

**CAMERA READY ADS:**

We accept only PDF files exported for High Quality Print, all fonts must be embedded, color as CMYK, NO spot or RGB colors. Resolution must be 300 dpi at 100%. Photoshop and Illustrator files should be saved in .TIFF or .EPS format. Photos and Logos must be 300 DPI.

## 2025 AD SIZES



**SAFETY MARGIN:** 1/4" (To avoid text or logo being cut during final trim).

**FINAL TRIM SIZE:** 9.00" x 10.875"

**BLEED SIZE:** 9.25" x 11.125"

**JUNE**

**ADVERTISING DEADLINE** - Tuesday, April 15  
**DISTRIBUTION DATE** - Memorial Day Weekend

**JULY**

**ADVERTISING DEADLINE** - Tuesday, May 20  
**DISTRIBUTION DATE** - Late June

**AUGUST**

**ADVERTISING DEADLINE** - Friday, June 25  
**DISTRIBUTION DATE** - Late July

**FALL**

**ADVERTISING DEADLINE** - Monday, July 21  
**DISTRIBUTION DATE** - Labor Day Weekend

**WINTER**

**ADVERTISING DEADLINE** - Friday, October 3  
**DISTRIBUTION DATE** - Mid November

- Nantucket Today readers are homeowners, with an average home value of \$2.5 million.
- Nantucket Today readers are invested in their island community as active philanthropists who donate from \$1,000 up to \$100,000 annually to each of the many organizations they support.

- Nantucket Today readers are a sophisticated audience. They are world travelers who appreciate the arts, cultural experiences and the fine dining the island has to offer.
- Nantucket Today readers invest in their homes with design services, landscaping & furnishing.

Source: The Inquirer and Mirror, Community Data Platforms

## 2025 ADVERTISING RATES Lower Rates for Multiple Buys

	June	July	August	Fall	Winter
<b>Full Page</b>	\$2,395	\$2,595	\$2,595	\$2,395	\$2,395
<b>1/2 Page</b>	\$1,485	\$1,625	\$1,625	\$1,485	\$1,485
<b>1/3 Page</b>	\$1,198	\$1,298	\$1,298	\$1,198	\$1,198
<b>1/4 Page</b>	\$838	\$908	\$908	\$838	\$838
<b>1/6 Page</b>	\$599	\$649	\$649	\$599	\$599

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