

2026 MEDIA KIT

NANTUCKET CURRENT

# OUR BRAND





Everything else is old news.

Nantucket Current is the buzzed-about and most-read news source on Nantucket. Our team delivers a dose of island life to your inbox via our 3x/weekly e-newsletter, as well as daily up-to-the-minute updates - with no paywall - online at NantucketCurrent.com and @NantucketCurrent on Instagram.

The *Current* investigates, reports, and breaks the island's most compelling stories, while also sharing features and profiles of Nantucket's diverse community. With more than 164,000 Instagram followers, we can instantly reach

thousands of people looking for the latest news and information from Nantucket on their phones. And with **5.2+ million views annually** on NantucketCurrent.com, whether you're on-island, on the mainland or beyond, the *Current* delivers everything you need to know in real time.

As the go-to source for year-round residents, seasonal homeowners, and visitors alike, discover why **20,000+ email readers** have opt-in subscribed to *Nantucket Current* as their primary source of island news, and how we help businesses reach our rabid and loyal audience. Through our advertising opportunities, we partner with businesses to share your message with our vast and unique audience - one that loves Nantucket as much as you do.

### NANTUCKETCURRENT.COM

Total Page Views Annually Total Views Per Month

5.2M +

433,300+

Total Users Annually

2M+

Top Locations: Boston, Nantucket, New York

### **E-NEWSLETTER**

Total Subscribers

20,000+

Average Unique Open Rate Average Click Thru Rate

56.2%

15%

### **INSTAGRAM**

Total Followers Average Story Reach

164,000+

13,975+

Annual Reach

**Annual Views** 

16.8M+

108.4M+

As of October 15, 2025

# **OUR E-NEWSLETTER**





The Current hits 20,000+ opt-in inboxes year-round on Monday, Wednesday and Friday, with a 56.2% average unique open rate.

LEADERBOARD AD	1600x800	px JPG/PNG
1 ad insertion	\$750	
4-pack	\$2,750	
	<b>◆</b>	2
BANNER ADS	1200x1000px JPG/PNG	1600x800px JPG/PNG
1 ad insertion	\$350	\$550
Once weekly, or 4-pack	\$1,200	\$2,000
Twice weekly, or 8-pack	\$2,000	\$3,250
Three times weekly, or 12-pack	\$2,750	\$4,500
REAL ESTATE ADVERTORIAL		\$1,000

Advertorial worked into *Nantucket Current* content in same format as editorial. Three property photos with 3 sentences describing the listing, along with company logo, linked to client listing page. Each email is capped at one real estate advertorial.

### VIDEO OR TEXT ADVERTORIAL

\$1,000

Video or copy worked into *Nantucket Current* content in same format as editorial. One image with 3 sentences of copy linked to designated URL. Each email is capped at one advertorial.

### SINGLE SPONSOR EMAIL

\$3,000

Dedicated email offering 100 percent share of voice and direct marketing access as a *Nantucket Current Partner*. Content provided directly to *Current* for layout. Available Tuesdays, Thursdays, Saturdays and Sundays. Capped at one single sponsor email per week. Messaging subject to editorial approval - no political content.



## PLEASE NOTE

Ads and content are **due 1 week prior to run date**. Please see contract for more detail.

If designing a banner ad with a white background, please include a **color border line** around the outer edge of ad.

Banner ad multi-packs must be used within 30 days of first ad run to qualify for package discount rate.

# **OUR SPONSORSHIPS**



The Current offers branded sponsorship opportunities for businesses looking to align themselves with content across e-newsletter, website, and social media.

## E-NEWSLETTER SECTION SPONSORSHIPS Prices Vary

*'Presented By'* logo ad at start of content section. Offered on a monthly minimum basis. Sections include:

Current Real Estate RoundupCurrent WeatherCurrent Court ReportCurrent SportsCurrent EntertainmentCurrent Events

# Live Music Today on Nantucket The Chicken Box \*\*naturpabe Hight 1 Upon Case Desures \*\*Less Inhan des Geologie \*\*Lota Kirles Des end Greater De Chick Cas \*\*The Chicken Box Bestender Share Bestender Share Bestender Share \*\*The District \*\*The Chicken Box \*\*The Chick



## INSTAGRAM CONTENT SPONSORSHIPS

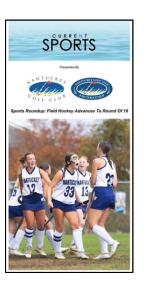
**Prices Vary** 

'Presented By' logo on slide. Business account tagged on slide. Offered on a monthly minimum basis. Sections include:

Current Beach ReportCurrent Weather ReportCurrent Live Music CalendarCurrent Surf ReportCurrent Voices Video EditorialCurrent Whaler of the Week



'Presented By' logo at start of article. Included in *Current* Real Estate Roundup and *Current* Court Report E-newsletter sponsorships.





# **OUR WEBSITE**



NantucketCurrent.com receives 5.2M+ total page views annually - 433,300+ per month - from 2M+ unquue users.



## **BILLBOARD**



1920x350px JPG/PNG

1 month with exclusivity

\$6,000

### **LEADERBOARD**



728x90px JPG/PNG

1 month with exclusivity

\$3,500

### SIDEBAR 1



1200x1000px JPG/PNG

1 month with maximum four-client rotation First sidebar spot on desktop \$2,000

Mid-article on mobile

## SIDEBAR 2



1200x1000px JPG/PNG

1 month with maximum four-client rotation Second sidebar spot on desktop End of article on mobile

\$1,500









Ads and content are due 1 week prior to run date. If designing a banner ad with a white background, please include a color border line around the outer edge of ad.

# **OUR INSTAGRAM**



@NantucketCurrent is Nantucket's most-followed Instagram account for news and information with 164,000+ followers and an annual reach of 16.8M+.

1000v1020pv

(as of October 15, 2025)

INSTAGRAM STORIES	JPG/PNG/MOV
Single Story	\$450
2-Pack	\$800
3-Pack	\$1,050

<sup>\*2-</sup> and 3-packs must be used within 30 days.

We encourage clients to submit creative, compelling content. We accept videos up to 60 seconds in length - although we recommend keeping ads to 15 seconds or less - and are happy to add music from inside the Instagram app to static image ads if requested.

We cap Instagram Story ads at 4 per/day in June, July and August, and 3 per/day the rest of the calendar year. We do this so that your ad stands out and so that our followers can rely on us to provide a balanced mix of native and sponsored content.

## PLEASE NOTE

Ad content is **due 1 week prior to run date**. Please see contract for more detail.

When sending ad content, please also provide account to @ tag and URL to link to.

Once contract is signed, placement is considered confirmed and client agrees to pay full price outlined in contract. No cancellations are offered as we have a limited number of spots per/day and offer them first-come, first-reserve.

We cannot guarantee time of day at which sponsored IG Stories are posted.



Total Followers 164,000+

Annual Reach Annual Views 16.8M+ 108.4M+

> 2025 IG Story Average Reach 13,976

As of October 15, 2025



# **OUR RESULTS & TESTIMONIALS**



"Working with the Nantucket Current has been tremendously beneficial for Lee Real Estate. Their large and engaged readership, high-quality editorial content, and professional reputation have helped amplify our brand and reach new potential with our target audience."

Kiri Mullen

General Manager, Lee Real Estate

"When 6am comes, the Current is the first thing I read. That's where I get most of my local news on Nantucket."

Jim Perelman Nantucket County Sheriff

"The Current has been an excellent partner in promoting our company. Their team is professional, responsive, and always willing to help. We could not recommend them enough!"

Flint Ranney & Chancellor Pollack Owners, Island Insect Control

"The Current is my primary source for timely Nantucket news, relevant information and articles of interest."

Walt Spokowski President, Marine Home Center

"Advertising with the Current has been a fantastic experience. Their team truly understands the local audience and has helped me connect with clients who align perfectly with my brand. The process has been seamless and I've seen a noticeable boost in engagement since partnering with them."

Calista West Private Jeweler "Egan Maritime Institute has benefited greatly from advertising in Nantucket Current. We appreciate the exposure and know that our ads will reach a wide audience."

Carlisle Jensen Executive Director, Egan Maritime Institute

"Of all the local online newsletters serving Nantucket, I find that Nantucket Current provides the most interesting, best-written, most accurate and complete coverage of local news, issues and events. It is a primary source for island news."

Allen Reinhard
Former Middle Moors Ranger
Nantucket Conservation Foundation

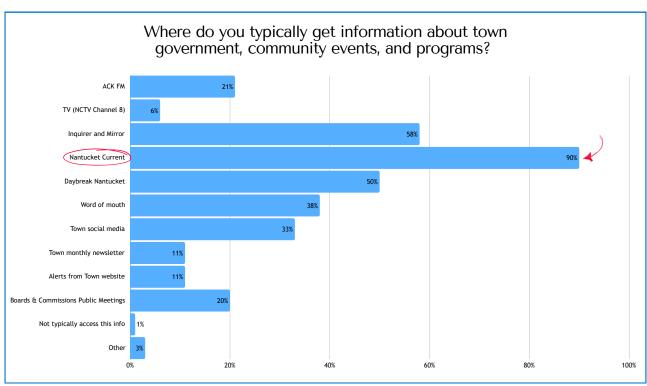
"I find the Current intelligent and timely, and it is my primary source of news on the island."

Bob Reynolds
President & CEO, Putnam Investments

"An investment in Nantucket Current as a communications platform is the most targeted, strategic, cost-effective way to connect with the various factions of the Nantucket audience-at-large. My clients have repeatedly had unparalleled results through their digital advertising vehicles – specifically Instagram and e-newsletter."

Ava Rollins

Ava Rollins + Associates



Source: 2025 Town of Nantucket Survey