



# Advertising General Excellence First Place The Nantucket Independent

New England Press Association  
Better Newspaper Contest  
February 2008

“The size of this paper definitely makes it stand out among its competitors. It is much easier to read, pick up and carry in the long tab format. The modular ad size works well with the product and the overall design of the ads makes them feel as though they are just as much content as the articles. The Arts section is superior. The ad designs as well as content really mesh with the audience they serve and encompass all aspect of the arts. The real estate section is fantastic, thanks to the heavier stock paper and high print quality. Ads are laid out with large photos, mostly full color.”

— *American Press Institute*

**THE NANTUCKET**  
**Independent**

The Most News. The Most Readers. The Most Reasons to Advertise