

TheMarket

THE BANNER'S REACH

The Banner reaches a significant market in Massachusetts. The readership of the Banner has changed along with the demographic changes that have occurred in Boston over the last 20 years. The 2000 Census data indicates that the "minority" population of Boston is now in the majority. Blacks (including multiracial) have a population of 158,479 (28% of the population) and Latinos have a population of 85,089 (14.4% of the population). The combined population of Blacks and Latinos in Boston is larger than the total population of Worcester (population 204,000) and the total population of Springfield (population 152,082).

No astute advertiser can afford to ignore such a substantial market. It is not enough to assume that the consumer potential of this market will be thoroughly reached by advertisements in other media. African Americans are not just like white consumers with darker skin, but have distinctive tastes, needs and buying habits.

Studies have shown that black consumers have a much higher rate of brand loyalty than white consumers. The black consumer has also shown a preference for products which are marketed to them in their community newspapers.

Because the Banner has so steadfastly represented the best interest of Boston's African American community for so many years, your advertisement with us will carry great weight.



BLACK BUYING POWER

The national income of African Americans has grown from \$490 BILLION in 1999 to \$679 BILLION in 2006. Estimate of Black income in Boston is **\$4.2 BILLION**.

In Boston alone, Blacks spent in 2006...

- \$124 million on Apparel products & services**
- \$542 million on Housing & related charges**
- \$264 million on Food**
- \$143 million on New & Used Cars Trucks**
- \$ 71 million on Telephone services**
- \$ 13 million on Entertainment & leisure**
- \$ 10 million on Appliances
- \$ 24 million on Beverages (alcoholic and non-alcoholic)
- \$ 1 million on Books
- \$ 13 million on Computers & related equipment
- \$ 15 million on Consumer Electronics
- \$ 49 million on Contributions
- \$ 31 million on Education
- \$ 12 million on Gifts
- \$ 80 million on Health Care
- \$ 55 million on Household furnishing & equipment
- \$ 3 million on Housewares
- \$ 76 million on Insurance
- \$ 29 million on Media (cable TV, newspapers and magazines)
- \$ 29 million on Personal care products & services
- \$ 2 million on Sports & recreational equipment
- \$ 11 million on Tobacco products/smoking supplies
- \$ 8 million on Toys, Games & Pets
- \$ 24 million on Travel, Transportation & Lodging

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General Information

ADVERTISING DEADLINES

The Bay State/Boston Banner is published every Thursday. Space reservations are due by Monday at 10:00 a.m. Camera-ready materials are due by Monday at 3:00 p.m. For help wanted, real estate and legal advertisements, our email address is ads@bannerpub.com. Display advertisements should be sent to sandra@bannerpub.com. *If there is a Monday holiday, reservations are due by Friday at 2:00 p.m.

CIRCULATION

The Bay State/Boston Banner has a current circulation of 32,351, based on a March 2009 audit by CAC. We are distributed through subscriptions; newsstands and street boxes (located in the Roxbury, Dorchester, Mattapan, South End, Jamaica Plain, Roslindale, Cambridge, Hyde Park, Brockton and Randolph areas).

BACK ISSUES

Back issues of the Banner can be obtained by mailing in prepayment of \$3 to Bay State Banner, 23 Drydock Avenue, Boston, MA 02210, Attention: Circulation Department.

LEGAL ADVERTISING RATES

Probate Matters

Paternity.....	\$95
Estate.....	\$95
Guardianship.....	\$75
Divorce.....	\$100
Name Change.....	\$50

Legal Notices..... \$1.50 per line

Requests for proposals are considered legal notices.
All legal notices are pubset by the Banner on a 2-column width.
Rates are non-commissionable.

WORSHIP GUIDE LISTING

Six month listing for \$28 per week.
Total cost \$750 includes print and online.

BUSINESS DIRECTORY

\$250 for a 30 word listing for six months in print and online.

Inserts

Reservations for inserts must be received by Friday 12 noon, prior to week of publication. Contact **Sandra Casagrand at (617) 261-4600 ext. 111** for further details.

Rates per 1,000
Minimum run: 15,000
Full run: 30,000
Flat Rate: \$60 per K
Quarterfold charge: flat \$125
Single sheet dimensions: 8" x 11"

Discounts

Advertising discounts are available and are based on volume. Please call **Sandra Casagrand (617) 261-4600 ext. 111** for further details. No discounts available for color charges.

Cancellations

Advertisements cancelled after the deadline still require payment based on reserved space.

Premium Positions

Every effort will be made to comply with position requests (for ads over 40 inches) but is not guaranteed unless a premium position fee of 25% is paid.

Readership Profile

Conducted by The Media Audit — December 2006-January 2007
113,000 Media Persons

ANNUAL INCOME LEVELS

- 19.3% - Under \$25,000
- 11.6% - \$25,000 - \$34,000
- 22.2% - \$34,000 - \$49,000
- 46.8% - \$75,000 +

EDUCATION PROFILE

- 1.4% High School or less
- 24.2% High School Grad
- 19.0% Some College
- 27.3% College Graduate
- 29.2% Advanced Degree

41.1% Feel optimist about their financial future

IN THE LAST FOUR WEEKS OUR READERS:

- 99% Shopped at a drugstore
- 73% Shopped at a discount store
- 52% Purchased women's clothing
- 49% Purchased men's clothing
- 54% Buy or rent movies
- 50% Shopped at a hardware store
- 41% Attended the movie theatre
- 97% Spend over \$100 per week grocery shopping

TRAVEL

- 42% Stayed in a hotel 10+ nights in the last year
- 42% Domestic travel – flew 3+ times in past year
- 41% Business travelers

ACTIVITIES IN THE LAST 12 MONTHS

- 66% Lawn/Gardening activities
- 48% Attended opera/symphony/theatre
- 40% Exercised at a healthclub
- 63% Shopped at Macy's

FINANCIAL

- 54% Have IRA accounts
- 42% Have 401k Plans
- 39.7% Have liquid assets \$100K +
- 64% Are investors in CD's/IRA's/401k's

OTHER FACTS

- 90% Have home telephone service
- 77% Own a cellular phone
- 90% Have some type of health insurance
- 31% Are covered by HMO

Patrick unveils \$26.7 billion budget plan

Gov. Deval Patrick unveiled his \$26.7 billion budget plan today, a move that will raise taxes on corporations and wealthy individuals, but also provide for a number of new programs and services.

Patrick's plan includes a 1.5 percent increase in the state income tax on high earners, a 1.5 percent increase in the corporate tax rate, and a 1.5 percent increase in the sales tax on luxury goods.

The budget also includes a number of new programs and services, including a new program for the elderly, a new program for the disabled, and a new program for the homeless.

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Club 12 stresses academic success of young black males

Club 12, a national organization of young black males, held a meeting in Boston today to discuss the importance of academic success.

The organization's president, Dr. Charles Johnson, said that the organization's goal is to help young black males succeed in school and in life.

Johnson said that the organization's members are committed to hard work and academic excellence.

Noted scholar Frank M. Snowden Jr. dies

Frank M. Snowden Jr., a noted scholar and author, died today at the age of 85.

Snowden was a leading expert on the history of the African diaspora and the role of the African American in the development of the United States.

He was the author of several books, including "Black Spartans: The African Soldiers in the South American Colonies, 1680-1780" and "Black Spartans: The African Soldiers in the South American Colonies, 1680-1780".

Sharon O'Neil set to lead in Boston

Sharon O'Neil is set to lead in the Boston mayoral race, according to a new poll.

The poll, conducted by the Boston Herald, found that O'Neil has a lead over her closest competitor, Mayor Thomas Menino.

O'Neil is a former state representative and has served in the Boston City Council.

Banner Profile

WHO WE ARE

The Bay State Banner is an African American owned news weekly that reports on the political, economic, social and cultural issues that are of interest to communities of color in Boston and throughout New England. The Banner has become the newspaper of record for this community and has chronicled the struggles and successes of the last 44 years. It is the Banner's belief that an informed community is better able to assume responsibility for its own welfare and progress.



Started in 1965 by Melvin B. Miller, a graduate of Harvard College and Columbia Law School, the Banner provides its estimated 120,000 weekly readers with reports on a mix of local, national, international news and cultural events.

The Banner's Executive Editor, Howard Manly came to the Banner in 2005 after spending several years as a reporter for *Newsweek* and *The Boston Globe*, and as a columnist with the *Boston Herald*. Mr. Manly is a guest host on WGBH TV's "Basic Black."

Special Interest Publications

In addition to the weekly newspaper the Banner also publishes inserts of special interest:

BE HEALTHY

Launched in September of 2006 this monthly publication of the Banner, is aimed at reducing racial and ethnic disparities in healthcare. Be Healthy is a print and online campaign providing monthly information on a variety of health topics linked with racial disparities in healthcare and is the recipient of the **2007 American Cancer Society Sword of Hope Award** for excellence in communications about cancer. Be Healthy is sponsored by Partners HealthCare, Massachusetts General Hospital, Brigham and Women's Hospital and Blue Cross Blue Shield of Massachusetts.



BLACK HISTORY MONTH

Each February the Banner publishes special supplements that focus on the past achievements of African Americans throughout all segments of society, and their influence on American society.

Magazine

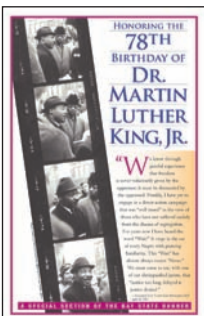


EXHALE LIFESTYLE MAGAZINE

Our mission — to inspire, support and celebrate today's busy woman. The quarterly publication celebrates healthy living and focuses its editorial content not only on beauty, exercise and food but also on intellectual and spiritual development. Aimed at women of all ages, *Exhale* emphasizes the importance of maintaining a balance in life among the competing needs of mind, body and soul.

ANNUAL TRIBUTE TO DR. MARTIN LUTHER KING, JR.

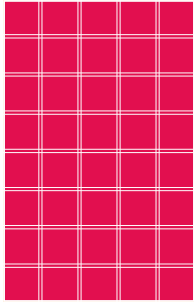
The Banner publishes an annual tribute to Dr. King during the January holiday week. This special supplement revisits the legacy of Dr. King and the Civil Rights Movement.



2012 ROP advertising rates & specs (NET) **NON-PROFIT RATE**

Full Page

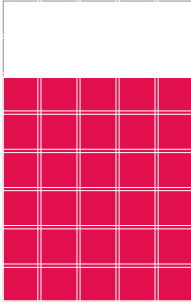
10" w x 15.75" h



Black & White:
\$1,623

Three Quarter Page

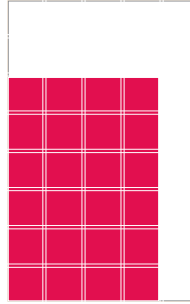
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Black & White:
\$1,224

Junior Page

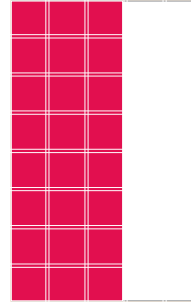
7.967" w x 11.771" h



Black & White:
\$976

Vertical Junior Page

5.933" w x 15.75" h



Black & White:
\$976

FULL COLOR IS AN ADDITIONAL \$400

Specifications for electronic files

Please use only these file formats and specifications when sending advertising electronically:

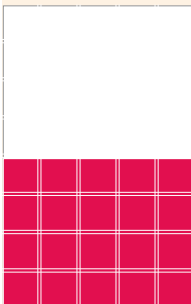
- For PDF documents: **Make sure to embed all fonts** (subset all below 100%) when distilling. Do not downsample artwork resolutions. Please set the distiller job options to compatibility with Acrobat 4 or higher. The color mode should be CMYK.
- For Adobe InDesign documents: Use only Mac Type 1 Postscript fonts. Photos should be at 200 dpi, line art at 1200 dpi. Include copies of all fonts used (printer and screen components, please), and make sure all graphics (TIFF, EPS or JPEG) are sent along with the InDesign CS or CS2 file. If emailing, please stuff the document and accompanying files and fonts into a Stuffit archive.
- You may also send ads as 300 dpi TIFF files.
- When sending just photos, use TIFF or JPEG format. Photos should be at 200 dpi, line art at 1200 dpi.
- **Please do not design ads using Microsoft Word, this will only be accepted for the content of an ad.**

E-mail ads to
sandra@bannerpub.com.

Following the above specifications will ensure effective output of your camera-ready ads or electronic files.

Horizontal Half Page

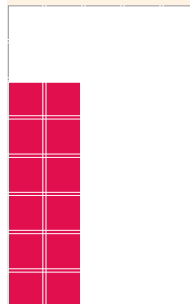
10" w x 7.792" h



Black & White:
\$816

Vertical Tall

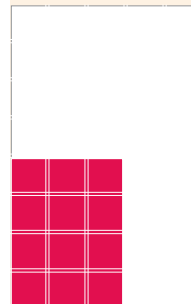
3.9" w x 11.771" h



Black & White:
\$490

Quarter Page

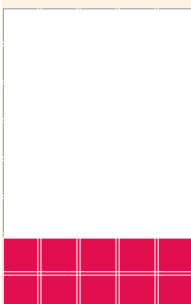
5.933" w x 7.792" h



Black & White:
\$490

Horizontal Quarter Page

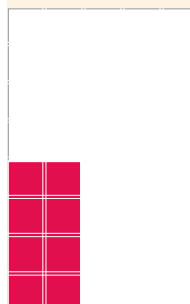
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Black & White:
\$490

1/5th Page

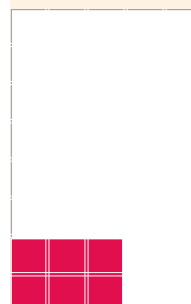
3.9" w x 7.792" h



Black & White:
\$326

Postcard

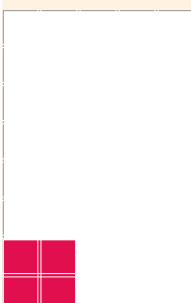
5.933" w x 3.812" h



Black & White:
\$244

1/8th Page

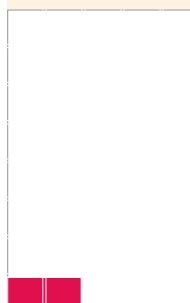
3.9" w x 3.812" h



Black & White:
\$163

Business Card

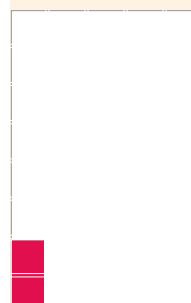
3.9" w x 1.823" h



Black & White:
\$82

Vertical Business Card

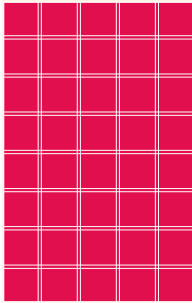
1.867" w x 3.812" h



Black & White:
\$82

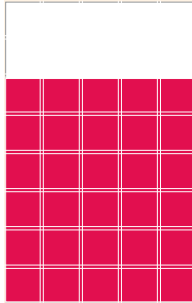
2012 ROP advertising rates & specs (NET) **OPEN RATE**

Full Page 10" w x 15.75" h



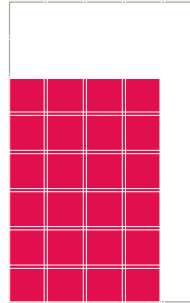
Black & White:
\$1,920

Three Quarter Page 10" w x 11.771" h



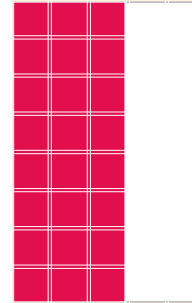
Black & White:
\$1,440

Junior Page 7.967" w x 11.771" h



Black & White:
\$1,152

Vertical Junior Page 5.933" w x 15.75" h



Black & White:
\$1,152

FULL COLOR IS AN ADDITIONAL \$400

Specifications for electronic files

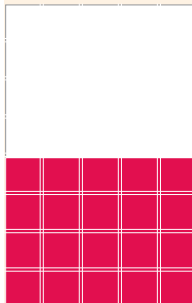
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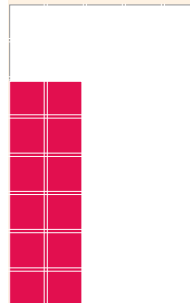
Following the above specifications will ensure effective output of your camera-ready ads or electronic files.

Horizontal Half Page 10" w x 7.792" h



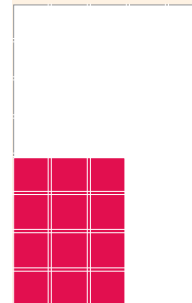
Black & White:
\$960

Vertical Tall 3.9" w x 11.771" h



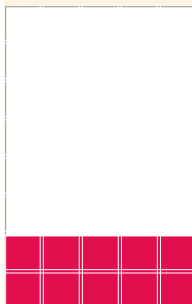
Black & White:
\$576

Quarter Page 5.933" w x 7.792" h



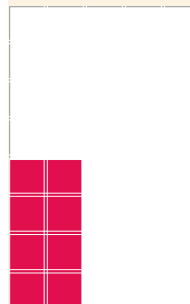
Black & White:
\$576

Horizontal Quarter Page 10" w x 3.812" h



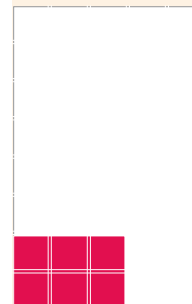
Black & White:
\$576

1/5th Page 3.9" w x 7.792" h



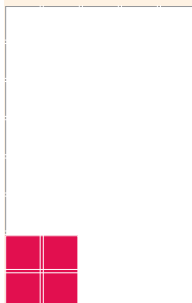
Black & White:
\$384

Postcard 5.933" w x 3.812" h



Black & White:
\$288

1/8th Page 3.9" w x 3.812" h



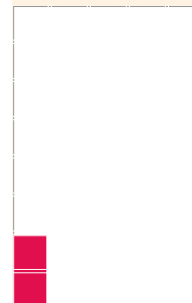
Black & White:
\$192

Business Card 3.9" w x 1.823" h



Black & White:
\$96

Vertical Business Card 1.867" w x 3.812" h

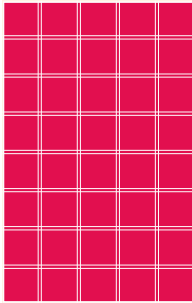


Black & White:
\$96

2012 Ad agency rates & specs (GROSS) **OPEN RATE**

Full Page

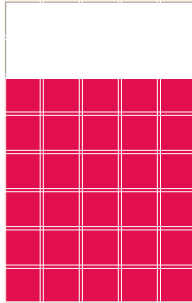
10" w x 15.75" h



Black &
White:
\$2,246

Three Quarter Page

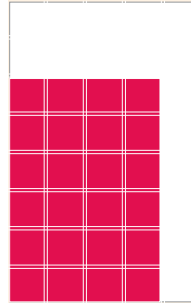
10" w x 11.771" h



Black &
White:
\$1,694

Junior Page

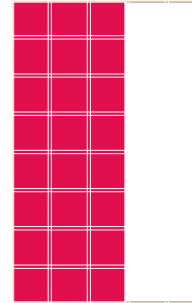
7.967" w x 11.771" h



Black &
White:
\$1,355

Vertical Junior Page

5.933" w x 15.75" h



Black &
White:
\$1,355

FULL COLOR IS AN ADDITIONAL \$400

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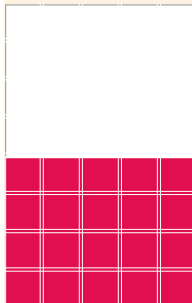
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Horizontal Half Page

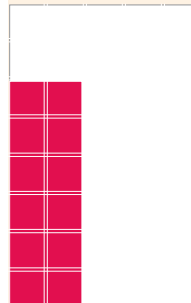
10" w x 7.792" h



Black &
White:
\$1,129

Vertical Tall

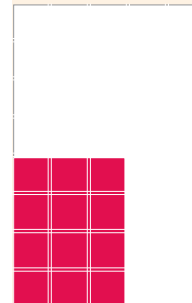
3.9" w x 11.771" h



Black &
White:
\$678

Quarter Page

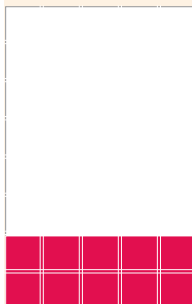
5.933" w x 7.792" h



Black &
White:
\$678

Horizontal Quarter Page

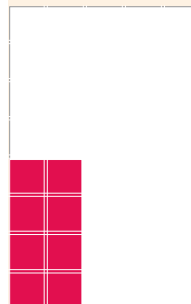
10" w x 3.812" h



Black &
White:
\$678

1/5th Page

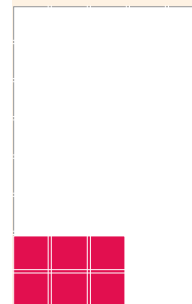
3.9" w x 7.792" h



Black &
White:
\$452

Postcard

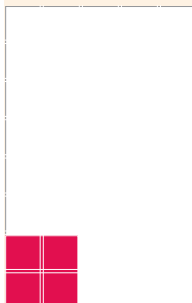
5.933" w x 3.812" h



Black &
White:
\$339

1/8th Page

3.9" w x 3.812" h



Black &
White:
\$226

Business Card

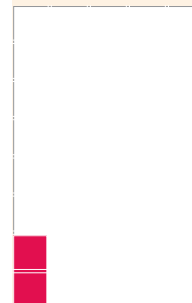
3.9" w x 1.823" h



Black &
White:
\$113

Vertical Business Card

1.867" w x 3.812" h



Black &
White:
\$113

2012 Classified advertising rates (NET)

Non-Profit/local \$19.50 per column inch

OPEN/NET \$23 per column inch

HELP WANTED

Ad Sizes	Inches	Non-Profit	OPEN/NET
1 col x 3"	1.528" x 3"	\$58.50	\$69
2 col x 2"	3.222" x 2"	\$78	\$92
2 col x 2 ½"	3.222" x 2.5"	\$97.50	\$115
2 col x 3"	3.222" x 3"	\$117	\$138
2 col x 3 ½"	3.222" x 3.5"	\$136.50	\$161
2 col x 4"	3.222" x 4"	\$156	\$184
2 col x 4 ½"	3.222" x 4.5"	\$175.50	\$207
2 col x 5"	3.222" x 5"	\$195	\$230
2 col x 5 ½"	3.222" x 5.5"	\$214.50	\$253
*1/8 page	12 col inches	\$334	\$401
2 col x 6"	3.222" x 6"		
3 col x 4"	4.917" x 4"		

Other sizes available. To determine cost, multiply the number of columns by the length (example: 2 col x 5" = 10 col-in). Then multiply that by the rate.

*Prices include online posting

Online posting is optional for ads smaller than 1/8th page.
The cost is \$100 (non-profit) or \$125 (open/net) for a two-week posting.

Classified Dimensions

1 column width: 1.528 inches
2 columns width: 3.222 inches
3 columns width: 4.917 inches
4 columns width: 6.611 inches
5 columns width: 8.306 inches
6 columns width: 10.000 inches

Length: To the half inch

Minimum ad size 1x3

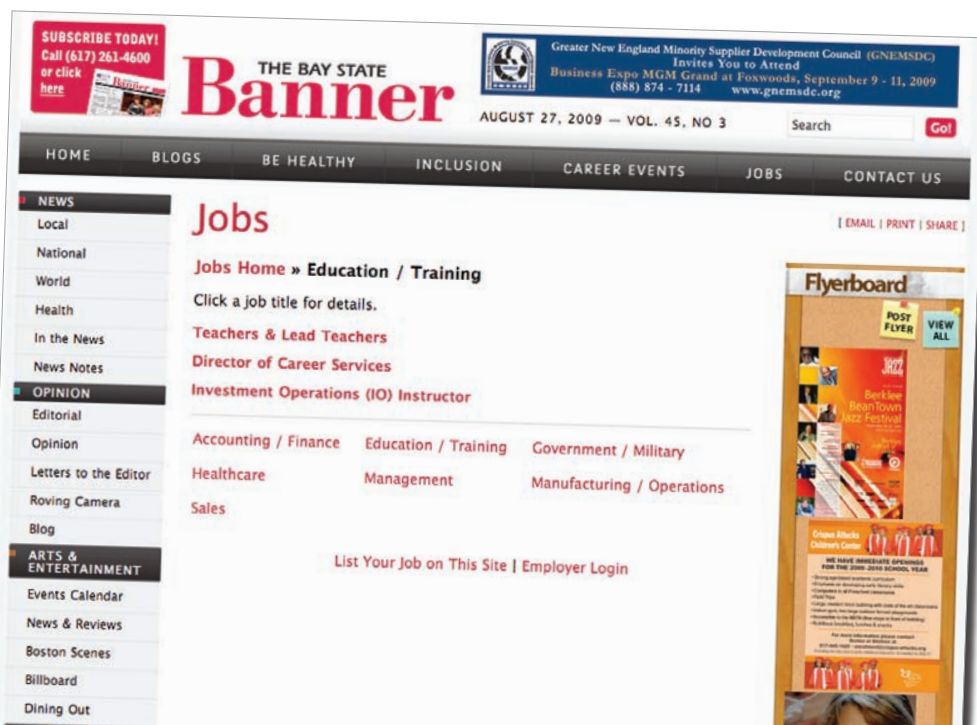
Specifications for electronic files

Please use only these file formats and specifications when sending advertising electronically:

- For PDF documents: **Make sure to embed all fonts** (subset all below 100%) when distilling. Do not downsample artwork resolutions. Please set the distiller job options to compatibility with Acrobat 4 or higher. The color mode should be CMYK.
- For Adobe InDesign documents: Use only Mac Type 1 Postscript fonts. Photos should be at 200 dpi, line art at 1200 dpi. Include copies of all fonts used (printer and screen components, please), and make sure all graphics (TIFF, EPS or JPEG) are sent along with the InDesign CS or CS2 file. If emailing, please stuff the document and accompanying files and fonts into a Stuffit archive.
- You may also send ads as 300 dpi TIFF files.
- Minimum font size = 7pt
- When sending just photos, use TIFF or JPEG format. Photos should be at 200 dpi, line art at 1200 dpi.
- Please do not design ads using Microsoft Word, this will only be accepted for the content of an ad.**

E-mail ads to
ads@bannerpub.com.

Following the above specifications will ensure effective output of your camera-ready ads or electronic files.



2012 Classified advertising rates (NET)

Non-Profit/local \$19.50 per column inch

OPEN/NET \$23 per column inch

REAL ESTATE

Ad Sizes	Inches	Non-Profit	OPEN/NET
1 col x 3"	1.528" x 3"	\$58.50	\$69
2 col x 2"	3.222" x 2"	\$78	\$92
2 col x 2 ½"	3.222" x 2.5"	\$97.50	\$115
2 col x 3"	3.222" x 3"	\$117	\$138
2 col x 3 ½"	3.222" x 3.5"	\$136.50	\$161
2 col x 4"	3.222" x 4"	\$156	\$184
2 col x 4 ½"	3.222" x 4.5"	\$175.50	\$207
2 col x 5"	3.222" x 5"	\$195	\$230
2 col x 5 ½"	3.222" x 5.5"	\$214.50	\$253
1/8 page	12 col inches	\$234	\$276
2 col x 6"	3.222" x 6"		
3 col x 4"	4.917" x 4"		

Other sizes available. To determine cost, multiply the number of columns by the length (example: 2 col x 5" = 10 col-in). Then multiply that by the rate.

Affordable Housing ads are required to post their ads online at an additional cost of \$50 per week.

Classified Dimensions

- 1 column width: 1.528 inches**
- 2 columns width: 3.222 inches**
- 3 columns width: 4.917 inches**
- 4 columns width: 6.611 inches**
- 5 columns width: 8.306 inches**
- 6 columns width: 10.000 inches**

Length: To the half inch

Minimum ad size 1x3

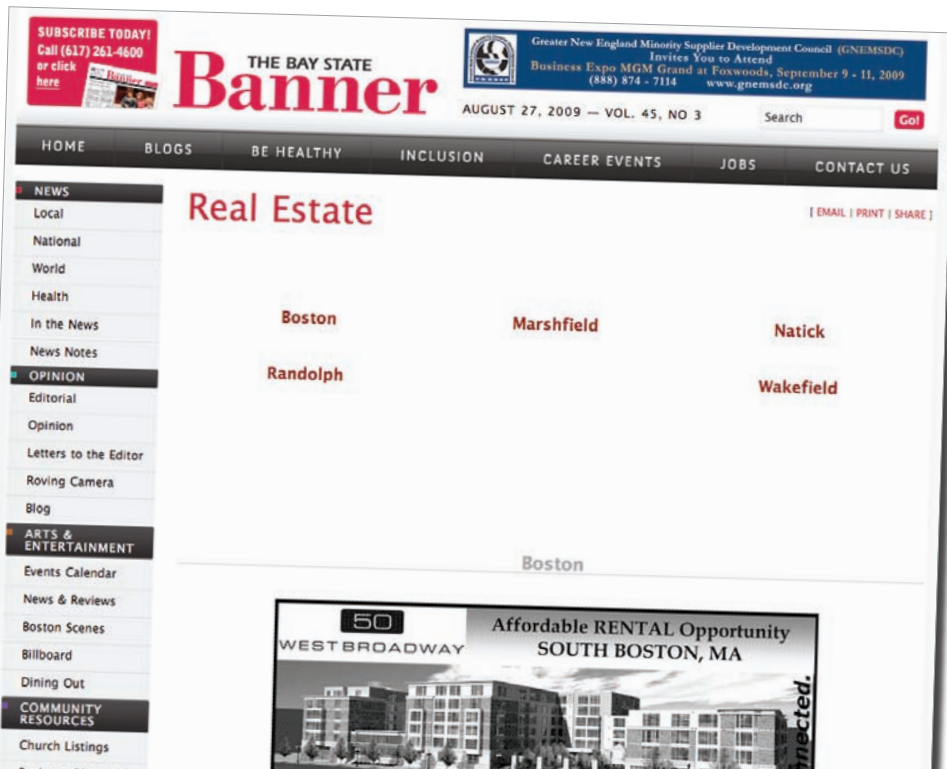
Specifications for electronic files

Please use only these file formats and specifications when sending advertising electronically:

- For PDF documents: **Make sure to embed all fonts** (subset all below 100%) when distilling. Do not downsample artwork resolutions. Please set the distiller job options to compatibility with Acrobat 4 or higher. The color mode should be CMYK.
- For Adobe InDesign documents: Use only Mac Type 1 Postscript fonts. Photos should be at 200 dpi, line art at 1200 dpi. Include copies of all fonts used (printer and screen components, please), and make sure all graphics (TIFF, EPS or JPEG) are sent along with the InDesign CS or CS2 file. If emailing, please stuff the document and accompanying files and fonts into a Stuffit archive.
- You may also send ads as 300 dpi TIFF files.
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- When sending just photos, use TIFF or JPEG format. Photos should be at 200 dpi, line art at 1200 dpi.
- **Please do not design ads using Microsoft Word, this will only be accepted for the content of an ad.**

E-mail ads to ads@bannerpub.com.

Following the above specifications will ensure effective output of your camera-ready ads or electronic files.



CLASSIFIED
Online Advertising

PRINT ADS:

The Bay State Banner allows advertisers that are posting print ads smaller than 1/8th of a page the option of posting their ad online for an additional fee. Ads 1/8th of a page or larger are required to be posted online.

ONLINE ONLY:

Advertisers are able to post job ads directly to our website.

To register your company, go to www.baystatebanner.com/JobEditorRegistration.

Then follow these steps:

1. Fill Out Job Editor Registration Form
2. On the Job Management Page, click on "my job credits" to buy credits
3. From the Job Management page, click on Create New Job.
4. Create New Job - when completed with this page be sure to check the Published box.

The Ad will be sent for moderation and an email will be sent to you when the ad is posted.

With our site you can:

- Customize the look of your job listing, including the option of having your logo or picture shown with the use of our rich-text editor.
- Choose the date of publication; the job will automatically be removed after two weeks.
- Resumes sent via our optional email form list the Banner and job title in the subject field. Resumes are included in the body of the email.
- Track credit purchase and usage.

RATES

One credit is equal to one job listing posted for two weeks.

Non-Profit:

One credit = \$100

10 credits = \$900

Open/Net:

One credit = \$125

10 credits = \$1000

All jobs are moderated before posting. Refunds will be issued if your job is rejected.



Editorial Calendar 2012



PUBLISH DATE

- JANUARY 6TH** – Education and Career Development
- JANUARY 12TH** – Special Tribute to Dr. Martin Luther King, Jr.
- JANUARY 26TH** – Healthy Families
- FEBRUARY 9TH** – Black History Month. The history of Blacks in Boston
- FEBRUARY 23RD** – Money and Finances
- MARCH 15TH** – Green Economy and the Black Community
- MARCH 22ND** – Healthy Families
- APRIL 5TH** – Education
- APRIL 12TH** – Entrepreneurship
- MAY 10TH** – Money and Finance
- JUNE 7TH** – Men's Health
- AUGUST 23RD** – Education
- SEPTEMBER 13TH** – Healthy Families
- OCTOBER 11TH** – Fall Education Guide
- DECEMBER 6TH** – Healthy Families
- DECEMBER 13TH** – Education

Education & Career Development Supplements 2011



JANUARY 6TH – WINTER EDUCATION & CAREER GUIDE

Space Closing December 28th

APRIL 21ST – SPRING EDUCATION & CAREER GUIDE

Space Closing April 14th

AUGUST 18TH – EDUCATION & CAREER GUIDE

Space Closing August 9th

OCTOBER 13TH – FALL EDUCATION & CAREER GUIDE

Space Closing October 6th

Sponsored Articles

FULL PAGE DISPLAY AD and 1,200 word article with two photographs

10" wide x 15.75" tall

One Quarter page b/w ad to be used in Banner up until February 2011.

COST: \$1,923 (NON PROFIT RATE)

OPEN: \$2,220 (OPEN RATE)

VALUE: \$4,000

HALF PAGE COLOR AD and 700 word article with photograph

10" wide x 7.79" tall

COST: \$1,115 (NON PROFIT RATE)

OPEN: \$1,260 (OPEN RATE)

VALUE: \$2,055

SMALLER SIZE ADS ARE AVAILABLE BUT DO NOT HAVE AN ARTICLE SUBMISSION OPPORTUNITY.

Quarter Page Color Display Ad

Color photo and caption

5.9" wide x 7.79" tall

COST: \$890 (NON PROFIT RATE)

OPEN: \$976 (OPEN RATE)

One Fifth Page Color Display Ad

3.9" wide x 7.79" tall

COST: \$626 (NON PROFIT RATE)

OPEN: \$684 (OPEN RATE)

Postcard Color Display Ad

5.9" wide x 3.812" tall

COST: \$392 (NON PROFIT RATE)

OPEN: \$452 (OPEN RATE)

• Schedule is subject to change. Changes will be posted online

THE BAY STATE
Banner

Contact Sandra Casagrand for advertising rates and deadlines at
(617) 261-4600 ext. 111 or via email at sandra@bannerpub.com.

The Bay State Banner is a certified member of the Greater New England Suppliers Diversity Council (GNMSDC). The Banner is also measured by the Media Audit Bureau

Health Supplements 2011



MARCH 24TH –

HEALTHY FAMILIES

Space Closing March 17th

JUNE 9TH –

MEN'S HEALTH

Space Closing June 2nd

SEPTEMBER 22ND –

HEALTHY FAMILIES

Space Closing September 15th

DECEMBER 8TH –

HEALTHY KIDS

Space Closing December 1st

Sponsored Articles

FULL PAGE DISPLAY AD and 1,200 word article with two photographs

10" wide x 15.75" tall

One Quarter page b/w ad to be used in Banner up until February 2011.

COST: \$1,923 (NON PROFIT RATE)

OPEN: \$2,220 (OPEN RATE)

VALUE: \$4,000

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DISPLAY
Online Advertising

SPECIFICATIONS

1. All deliverables are due one week prior to insertion date and should be emailed to sandra@bannerpub.com
2. Creative may be supplied in .GIF, .JPEG or Flash formats
3. Looping – time limits are 3 loops for 15 seconds

AD SIZES

Type	Width	Height	Max File Size
Marquee	468 px	60 px	30 kb
Cobblestone	120 px	90 px	20 kb
Big Ad	250 px	250 px	55 kb
Midsized	250 px	60 px	55 kb
Bottom Page	468 px	60 px	30 kb

RICH MEDIA FILES

For flash files insert click tag by inserting following code:

```
on (release) { getURL(_root.clickTAG,_root.TargetAS);
}
```

Do not include your site link in your Flash button.

RATES PER MONTH

Home Page

(includes News categories: Local, National, World and Health)

Marquee.....	\$310
Cobblestone	\$175
Big Ad – Bottom Right Page.....	\$175
Bottom Page Ad	\$175

Article Page

(includes all of the article pages)

Marquee.....	\$275
Cobblestone (left or right).....	\$150
Bottom Page	\$150

Opinion Page

Marquee.....	\$310
Big Ad.....	\$175
Bottom Page.....	\$175

Arts and Entertainment

(includes News and Reviews)

Marquee.....	\$275
Big Ad.....	\$175
Bottom Page.....	\$150

Combination Pages

(Home and Article Pages)

Marquee.....	\$500
Cobblestone	\$300

FLYERBOARD

Looking to publicize your local business or event? Flyerboard is a virtual bulletin board on BayStateBanner.com where you can post a flyer to advertise your business or event. It's accessible and cost effective, and the Flyerboard also makes it easy for anyone to share your flyer with their friends. For more information contact your sales representative or go to <http://www.paperg.com/baystatebanner/>.

Flyerboard	\$35 Per Week Rotating
.....	\$75 Per Week Full Time