

## 2010 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
<b>*1/8 page</b>	<b>12 col inches</b>	<b>\$334</b>	<b>\$401</b>
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 1/8<sup>th</sup> 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.

The screenshot shows the Bay State Banner website interface. At the top, there's a navigation bar with 'HOME', 'BLOGS', 'BE HEALTHY', 'INCLUSION', 'CAREER EVENTS', 'JOBS', and 'CONTACT US'. The main content area is titled 'Jobs' and includes a sidebar with categories like 'Local', 'National', 'World', 'Health', 'In the News', 'News Notes', 'OPINION', 'ARTS & ENTERTAINMENT'. The main job listings include 'Teachers & Lead Teachers', 'Director of Career Services', and 'Investment Operations (IO) Instructor'. There are also links for 'Accounting / Finance', 'Education / Training', 'Government / Military', 'Healthcare', 'Management', and 'Manufacturing / Operations'. A 'Flyerboard' advertisement is visible on the right side of the page.