



Be Healthy

A PUBLICATION OF THE BAY STATE BANNER

MEDIA KIT
2019



Background

BE HEALTHY WAS DEVELOPED BY THE BAY STATE BANNER IN RESPONSE TO THE BOSTON PUBLIC HEALTH COMMISSION'S DISPARITIES PROJECT that determined that the incidence and death rates of several illnesses were significantly higher in blacks than any other group in the city. Many of these illnesses and conditions are preventable or highly controllable once diagnosed.

Another report — “Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care” — by the Institute of Medicine brought to light the difference in quality of treatment for racial and ethnic minorities nationwide. Added to this problem is a patient's lack of health literacy, or inability to understand health care information.

Purpose

THE PURPOSE OF BE HEALTHY IS TO INCREASE AWARENESS AND UNDERSTANDING of diseases, their signs and symptoms, risk factors and appropriate screening tests. Its emphasis is on healthy lifestyles — exercise, healthy eating, weight control and smoking cessation — key factors that contribute to the incidence of many preventable illnesses.

Response to Be Healthy

BE HEALTHY HAS BEEN WELL RECEIVED BY THE COMMUNITY as well as several health organizations. It won the 2007 Sword of Hope Media Award from the American Cancer Society and the 2011 Excellence in Local Media Award from the National Marrow Donor program. It has been linked to or requested by several nationally recognized public and private institutions, such as the World Cancer Campaign of the International Union Against Cancer, the Vitamin D Council and the National Cancer Institute's Office of Communications and Education.

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Contact: **Karen Miller**, Dr.P.H., Health Editor,
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kmiller@bannerpub.com



Editorial Calendar *

SUMMER 2019

Cancer prevention

FALL 2019

Stroke

While each issue of Be Healthy focuses on a particular health topic, it also includes information on healthy living. It is estimated that a high percentage of chronic diseases are preventable through lifestyle changes.

EACH ISSUE MAY INCLUDE SUGGESTIONS ON:

- Exercise
- Healthy eating
- Smoking cessation
- Healthy recipes

** Topics are subject to change*

Distribution

BE HEALTHY IS INSERTED INTO EVERY ISSUE OF THE BAY STATE BANNER, WHICH IS DISTRIBUTED AT 350 LOCATIONS THROUGHOUT THE GREATER BOSTON AREA as well as other cities with large minority populations including Randolph, Brockton, Cambridge and Worcester. It is estimated that 100,000 people read the Banner every week. In addition, Be Healthy is available through the paper's website at www.baystatebanner.com. Each issue of Be Healthy remains online permanently.

In addition to its print and online circulation, Be Healthy has been distributed to a number of private and public organizations for numerous health fairs, seminars and conferences. It has been included in the curriculum of both secondary and post-secondary educational institutions.

PROFESSIONAL/PUBLIC ORGANIZATIONS

- Alzheimer's Association of Massachusetts
- American College of Nurse Midwives
- American Diabetes Association
- American Heart Association
- American Stroke Association
- Boston Public Schools
- Center for Information and Study on Clinical Research Participation (CISCRP)
- Central Boston Elder Services
- The Family Van
- Greater Boston Sickle Cell Disease Association, Inc.
- Massachusetts Mental Health Association
- National Cancer Institute Office of Health Disparities
- Centers for Disease Control and Prevention
- Vitamin D Council

SCHOOLS AND UNIVERSITIES

- Boston University School of Public Health
- Dorchester High School
- Health Careers Academy
- Madison Park Vocational School
- Suffolk University
- Tougaloo College, Mississippi

SPECIAL EVENTS

- Aware for all
- Back to School Jamboree
- Whittier Street Health Center Men's Health Summit
- Health and Fitness EXPO
- Diabetes EXPO
- El Planeta Health and Family

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Rates & Specifications

AD SIZE	NON-BLEED	BLEED	TRIM	PRICE
Full page	7.5' x 9.875'	8.75' x 11.125'	8.5' x 10.875'	\$3,000
Half-page Horizontal	7.5" x 4.8125"	8.75" x 5.4375"	8.5" x 5.3125"	\$1,500
1/3 page Vertical	2.33' x 9.875'	2.955' x 11.125'	2.83' x 10.875'	\$1,200
1/4 page	3.625" x 4.8125"	n/a	n/a	\$750
Back Cover	n/a	8.75' x 11.125'	8.5' x 10.875'	\$3,500
Inside Front Cover	n/a	8.75" x 11.125"	8.5" x 10.875"	\$3,500
Inside Back Cover	n/a	8.75' x 11.125'	8.5' x 10.875'	\$3,500
Two-page Spread	n/a	17.25" x 11.125"	17" x 10.875"	\$7,000

**All ads are 4-color and rates are net.
Files should be submitted as high quality PDFs flattened at 300dpi.**

ISSUE	ESTIMATED PUBLICATION DATE
SUMMER	MAY 3
FALL/WINTER	NOVEMBER 22

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Sponsorship

IN ORDER TO BRING CURRENT AND FACTUAL HEALTH INFORMATION TO OUR READERS, WE PARTNER WITH ESTABLISHED AND HIGH QUALITY HEALTH INSTITUTIONS IN THE AREA. The sponsorship not only helps defray the cost of publication but also provides our readers an introduction to doctors with expertise in the topics presented in Be Healthy.

Sponsorship is \$9,000 and includes:

- The name and logo of the sponsor on the front cover
- A full-page, full-color ad
- Interviews with at least two providers affiliated with the institution
- Articles researched and written by award-winning Banner staff incorporating interviews with the designated providers
- Interviews with patients treated at the institution, if available
- Online articles from the issue, which can include videos, self-assessments and other interactive media
- A link of your choice that will run with every online article and sidebar
- A permanent online copy of the issue available in the archives section of Be Healthy
- Extra copies for distribution

CO-SPONSORSHIP

Under some circumstances, it may be possible to co-sponsor an issue of Be Healthy. In most instances you are required to select the organization to serve as your partner. Co-sponsorship is \$5,000. Additional information is available on request.

ADVANTAGES TO THE SPONSOR

There are advantages to partnering with the Banner and Be Healthy:

- Increased visibility of your institution among our readers
- An avenue to highlight the expertise of your providers
- An opportunity to increase awareness of certain illnesses and conditions that disproportionately impact people of color
- Permanent online access to the issues
- Participation in health communication in the media, which is becoming one of the principal sources of health information for consumers