

The Market

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

Making the Difference
Patrick J. Leahy

Vol. 42 No. 29

Thursday • March 1, 2007

50 cents

Patrick unveils \$26.7 billion budget plan

Steve Lilliston

WASH., D.C. — President Barack Obama's first budget proposal is a landmark document, one that will shape the course of the nation's economic and social policies for the next four years. The plan, unveiled today, is a bold and ambitious blueprint for a new era of governance, one that will challenge the status quo and reshape the future of the United States.

The plan, which is a 100-page document, is a bold and ambitious blueprint for a new era of governance, one that will challenge the status quo and reshape the future of the United States. It is a plan that will shape the course of the nation's economic and social policies for the next four years. The plan, unveiled today, is a landmark document, one that will shape the course of the nation's economic and social policies for the next four years.

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Rhaphant: DNA test could tie me to Irish
Page 13

THE BAY STATE Banner

Golden State Shores' golden moment — A group of people, including a man in a suit and a woman in a dress, standing together. The man is in the center, looking towards the camera, while the woman is to his right, looking slightly away. There are other people in the background, but they are less distinct.

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50 cents

Club 202 stresses academic success of young black males

Michael Amos Chandler

— ASBURY, N.J. — South Jersey's African American community is looking for a way to help young black males succeed in school and in life. The Club 202, a new organization, is a bold and ambitious blueprint for a new era of governance, one that will challenge the status quo and reshape the future of the United States. It is a plan that will shape the course of the nation's economic and social policies for the next four years. The plan, unveiled today, is a landmark document, one that will shape the course of the nation's economic and social policies for the next four years.

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Noted scholar Frank M. Snowden, Jr.

Howard M. Shultz

Frank M. Snowden, Jr., a Howard University professor for almost 50 years and among researchers who linked a variety of ailments and diseases against a background of race and social class, died Tuesday of a heart attack in Washington, D.C. The last corporate travel agent.

Mr. Snowden's scholarly contributions continued on one point that blacks in the ancient world seemed to have been spared the deadly ravages of malaria for their thicker skulls.

The causes of disease and epidemics of the ancient world, he wrote, "were almost certainly the same as the modern diseases of the ancient," he wrote.

His last work, "The Slave and the Slave Economy," was published by Basic Books.

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.

Magazines

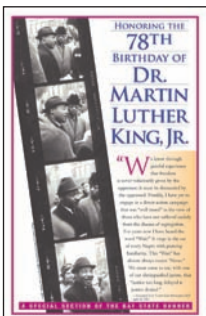
EXHALE: TIPS FOR HEALTHY LIVING

The mission of *Exhale* is to offer the urban community a lifestyle magazine that focuses on health, fashion and culture. The bi-annual 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.



INCLUSION: PERSPECTIVES ON CAREER ADVANCEMENT

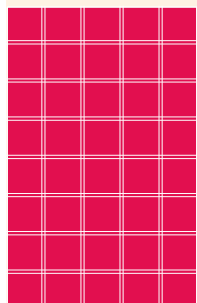


Inclusion: Perspectives on Career Advancement's mission is to empower young professionals with the information and tools they need to advance their careers within Massachusetts. It provides the space for readers to share their personal experiences about navigating the challenges and opportunities of a diverse workplace. It also provides a review of the state of diversity in Massachusetts and documents efforts that companies are making towards an inclusive work environment.

2010 ROP advertising rates & specs (NET) **NON-PROFIT RATE**

Full Page

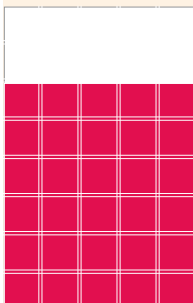
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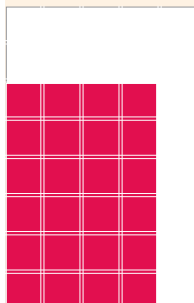
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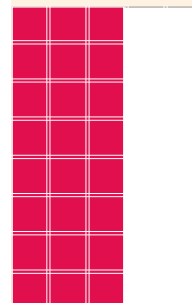
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\$976

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:

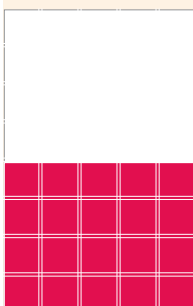
- For PDF documents: **Make sure to embed all fonts** (subset all below 100%) when distilling. Do not downsample artwork resolutions. Please set the distiller job options to compatibility with Acrobat 4 or higher. The color mode should be CMYK.
- For Adobe InDesign documents: Use only Mac Type 1 Postscript 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

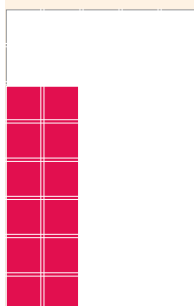
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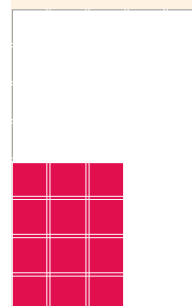
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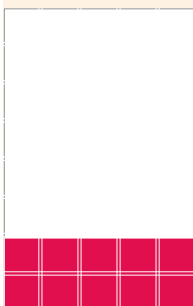
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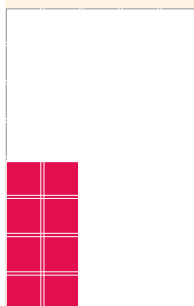
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\$490

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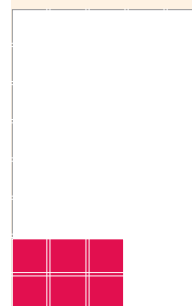
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Postcard

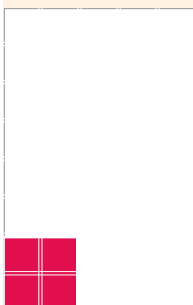
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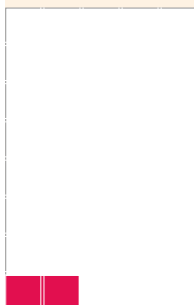
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Business Card

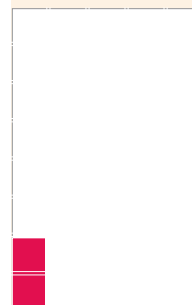
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Vertical Business Card

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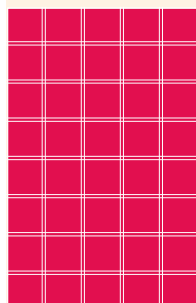


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2010 ROP advertising rates & specs (NET) **OPEN RATE**

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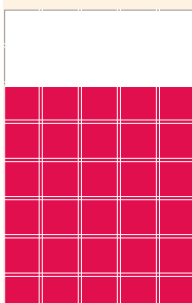
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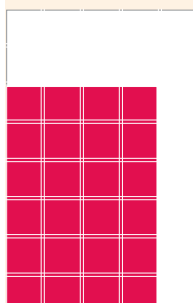
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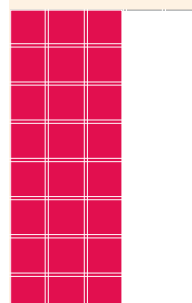
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Black &
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\$1,152

Vertical Junior Page

5.933" w x 15.75" h



Black &
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FULL COLOR IS AN ADDITIONAL \$400

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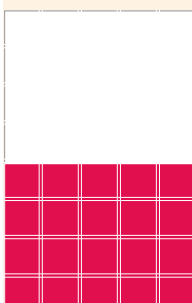
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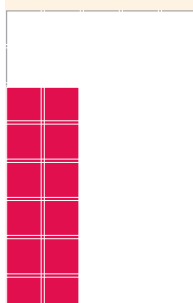
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\$960

Vertical Tall

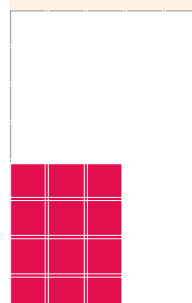
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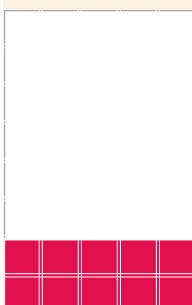
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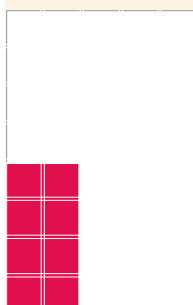
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1/5th Page

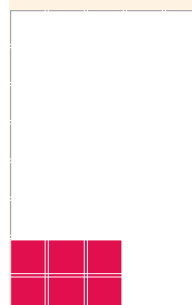
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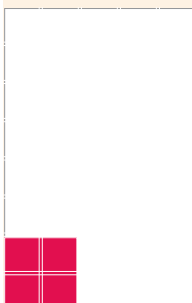
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1/8th Page

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Business Card

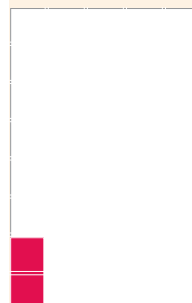
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Black &
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Vertical Business Card

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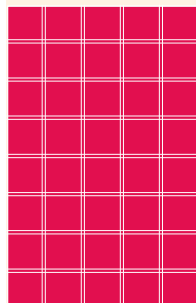


Black &
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2010 Ad agency rates & specs (GROSS) **OPEN RATE**

Full Page

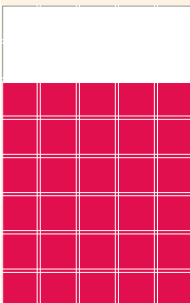
10" w x 15.75" h



Black &
White:
\$2,246

Three Quarter Page

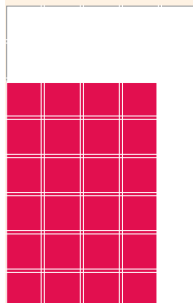
10" w x 11.771" h



Black &
White:
\$1,694

Junior Page

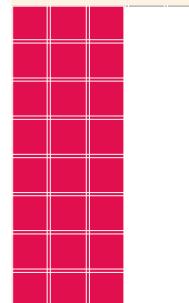
7.967" w x 11.771" h



Black &
White:
\$1,355

Vertical Junior Page

5.933" w x 15.75" h



Black &
White:
\$1,355

FULL COLOR IS AN ADDITIONAL \$400

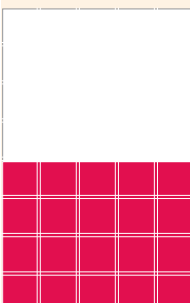
Specifications for electronic files

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.**

Horizontal Half Page

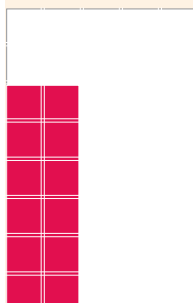
10" w x 7.792" h



Black &
White:
\$1,129

Vertical Tall

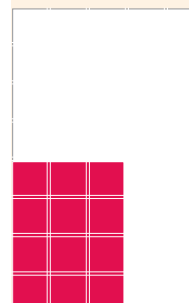
3.9" w x 11.771" h



Black &
White:
\$678

Quarter Page

5.933" w x 7.792" h



Black &
White:
\$678

Horizontal Quarter Page

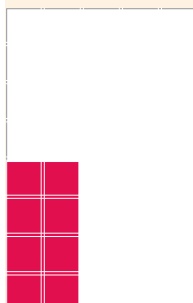
10" w x 3.812" h



Black &
White:
\$678

1/5th Page

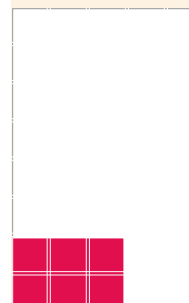
3.9" w x 7.792" h



Black &
White:
\$452

Postcard

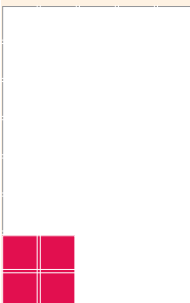
5.933" w x 3.812" h



Black &
White:
\$339

1/8th Page

3.9" w x 3.812" h



Black &
White:
\$226

Business Card

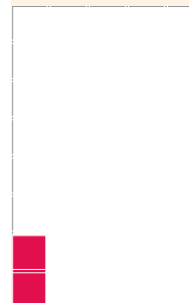
3.9" w x 1.823" h



Black &
White:
\$113

Vertical Business Card

1.867" w x 3.812" h



Black &
White:
\$113

E-mail ads to
sandra@bannerpub.com.

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

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
*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

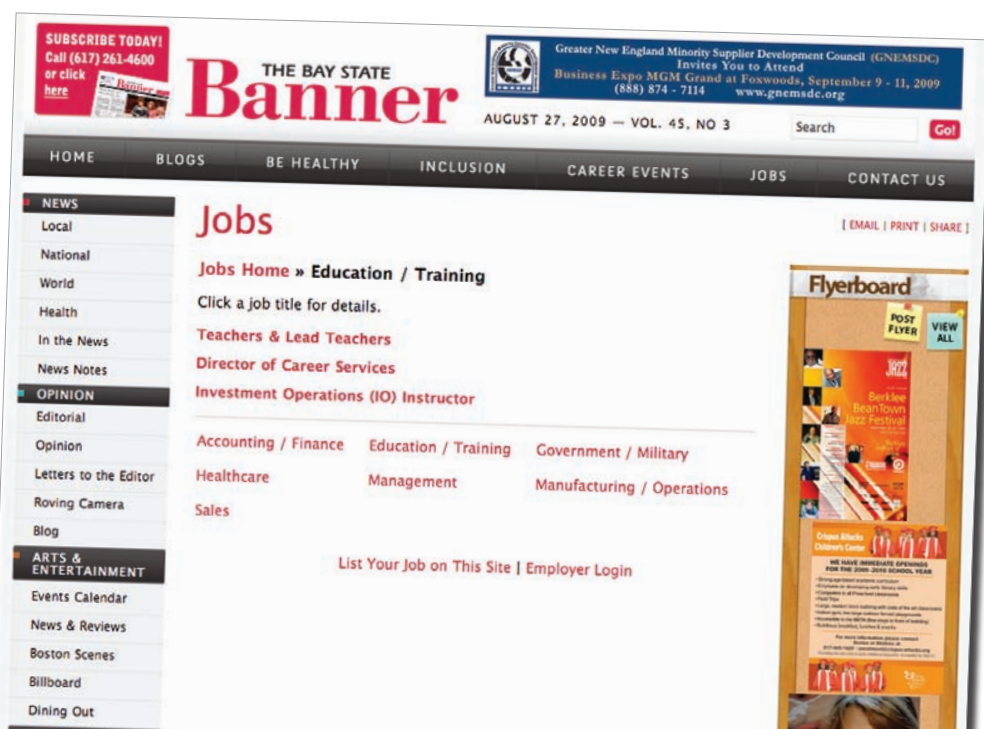
Specifications for electronic files

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- 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.



2010 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

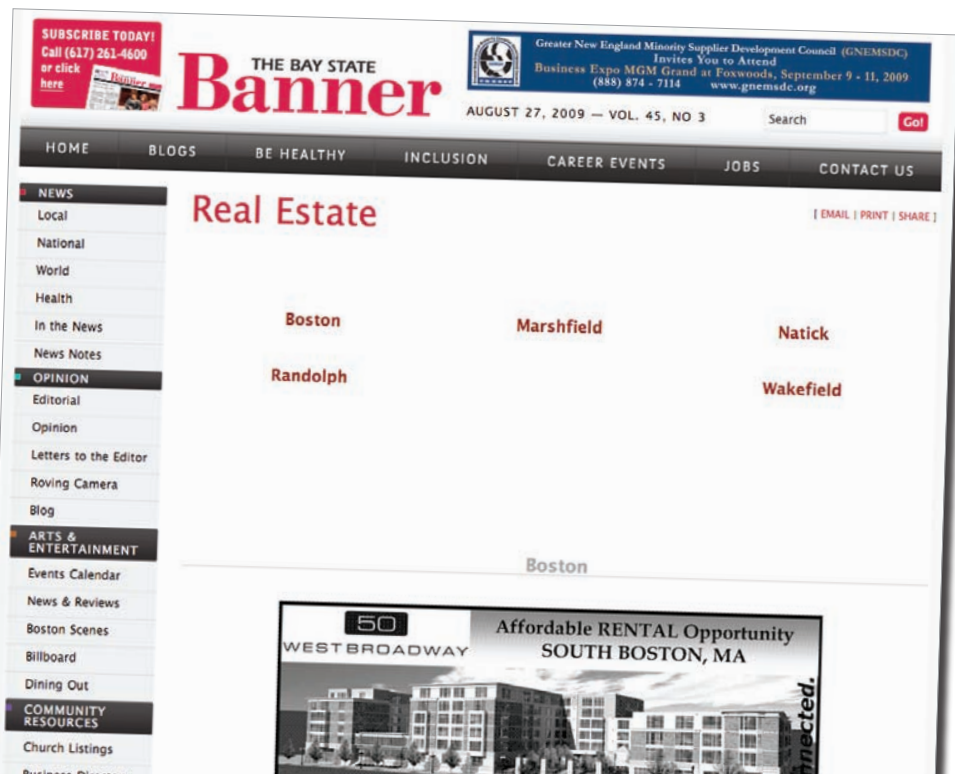
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E-mail ads to
ads@bannerpub.com.

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 2010



PUBLISH DATE

SPACE CLOSING

JANUARY 7 – Winter Education Guide **December 18th**

JANUARY 14 – Annual Tribute to Dr. Martin Luther King, Jr. **January 4th**

JANUARY 28 – Health Living **January 15th**

FEBRUARY – Weekly Black History Month Section

MARCH 4TH – Time to Travel **February 19th**

MARCH 18TH – Careers in the Medical Field **March 5th**

APRIL 8TH – Healthy Living **March 26th**

APRIL 15TH – Spring Education **April 2nd**

MAY 6TH – Summer Youth Programs **April 23rd**

MAY 13TH – Men's Health **April 30th**

JUNE 3RD – Summer Arts Guide **May 21st**

JUNE 24TH – Careers in Bio Tech **June 11th**

JULY 22 – Education Guide **July 9th**

AUGUST 5TH – Healthy Families **July 23rd**

AUGUST 19TH – Back to School – Adult Education ... **August 6th**

SEPTEMBER 9TH – Professional Career Guide **August 27th**

SEPTEMBER 23RD – Small Business Guide/Entrepreneurship **September 10th**

OCTOBER 7TH – Fall Education Guide **September 24th**

OCTOBER 21ST – Fall Travel Guide **October 8th**

NOVEMBER 11TH – Holiday Guide **October 29th**

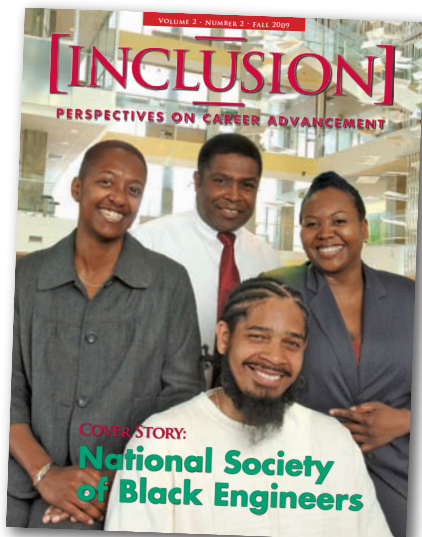
NOVEMBER 18TH – Stay Fit During the Holidays **November 5th**

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

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

MISSION / ABOUT

Inclusion: Perspectives on Career Advancement is the Banner's annual magazine geared toward young adults of various ethnic backgrounds. It is a resource for college graduates and young adults who are seeking to advance their professional development in organizations that are committed to inclusion.



Inclusion: Perspectives on Career Advancement's mission is to empower young professionals with the information and tools they need to advance their careers within Massachusetts. It provides the space for readers to share their personal experiences about navigating the challenges and opportunities of a diverse workplace. It also provides a review of the state of diversity in Massachusetts and documents efforts that companies are making towards an inclusive work environment.

sity in Massachusetts and documents efforts that companies are making towards an inclusive work environment.

CONTENT

Pulitzer prize winning journalist Kenneth Cooper writes about the state's latest efforts to increase corporate diversity. The Commonwealth Compact tapped some of the state's biggest names and institutions — but is it enough to change the corporate culture?

For the last two years, former television anchor Robin Hamilton has reported on professional networking groups: her latest subject — **National Society of Black Engineers**. Their network preaches the rewards of science and technology and they have the numbers to prove it.

"On the Edge of the Bio Tech Industry" — Gov. Deval Patrick plans to invest more than \$200 billion on the state's growing bio-tech industry. He also appointed an African American woman to execute the plan. In this wide ranging profile, Susan Windham Bannister talks about her nerdy background — and how she wants more minorities in the bio-tech industry.

MIT Urban Planning Professor J. Phillip Thomas has talked about the greening of Boston's job market. What that means is explained by Kenneth Cooper in a piece that discusses the use of federal stimulus dollars to create a new industry in our own backyards.

Things young professionals need to know:

- Financial management advice for young professionals from Fred McKinney, Ph.D. Economics
- How to Write a Resume and Job Interviewing Tips
- ... and much more!

DISTRIBUTION

Banner Publications, Inc. will provide copies of *Inclusion: Perspectives on Career Advancement* free of charge to colleges and universities across Massachusetts. It will also be distributed at key professional events throughout the year. The magazine will be distributed in September 2009. If you would like your university to receive copies of *Inclusion* please send your request to sandra@bannerpub.com.

NET RATES AND SPECIFICATIONS (IN INCHES) (ALL ADS ARE IN COLOR)

Full Page 7.625 x 10.125	FULL PAGE Open: \$2,300 Non-Profit: \$1,800	PREMIUM POSITIONS Inside Front Open: \$3,000 Non Profit: \$2,800 Back Cover Open: \$3,500 Non-Profit: \$3,200 Inside Back Cover Open: \$2,800 Non-Profit: \$2,600
2/3 Page Vertical 5.0278 x 10.125	2/3 Page Horizontal 7.625 x 7.7396	2/3 PAGE Open: \$2,000 Non-Profit: \$1,600
1/2 Page Horizontal 7.625 x 4.9792	1/2 Page Vertical 5.0278 x 7.7396	1/2 PAGE Open: \$1,500 Non-Profit: \$1,100
1/3 Page Square 5.0278 x 4.9792	1/3 Page Vertical 2.4306 x 10.125	1/3 PAGE Open: \$900 Non-Profit: \$700
1/6 Page Horizontal 5.0278 x 2.2188	1/6 Page Vertical 2.4306 x 4.9792	1/6 PAGE Open: \$400 Non-Profit: \$300

Space closing.....September 24th
Material closing.....October 1st

SPECIFICATIONS FOR ELECTRONIC FILES

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

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- 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 or EPS Photoshop files or Adobe Illustrator files (with type converted to outlines and saved as an EPS file).

E-mail ads to sandra@bannerpub.com

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