

Education & Career, Money & Finance
Green Economy & Ethnic Communities

2012

Supplements

JANUARY 5TH – Winter Education & Career Guide

Space closing & article deadline December 23RD

FEBRUARY 23RD – Winter Money & Finance

Space closing & article deadline February 16TH

MARCH 15TH – Green Economy & The ethnic communities

Space closing & article deadline March 8TH

APRIL 5TH – Spring Education & Career Guide

Space closing & article deadline March 29TH

MAY 10TH – Spring Money & Finance

Space closing & article deadline May 3RD

AUGUST 9TH – Education & Career Guide

Space closing & article deadline August 3RD

OCTOBER 11TH – Fall Education Guide

Space closing & article deadline Oct. 3RD

DECEMBER 13TH – Winter Education & Career Guide

Space closing & article deadline December 6TH

Sponsored Articles

FULL PAGE DISPLAY AD and 1,200 word article

with two photographs
10" wide x 15.75" tall

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 2012



JANUARY 26TH – HEALTH FAMILIES

Space closing & article deadline Jan. 19TH

MARCH 22ND – HEALTHY FAMILIES

Space closing & article deadline March 15TH

JUNE 7TH – MEN'S HEALTH

Space closing & article deadline May 31ST

DECEMBER 6TH – HEALTHY FAMILIES

Space closing & article deadline November 29TH

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