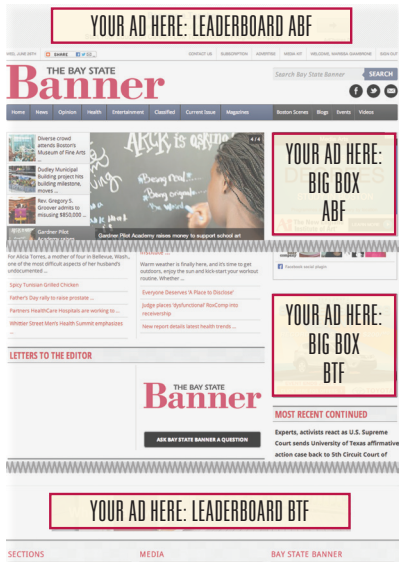


BAYSTATEBANNER.COM DISPLAY ADS»

WEBSITE PLACEMENT



MOBILE PLACEMENT



NATIONAL ADVERTISING RATES»

TYPE	RATE	NOTES
ROS Banner ads	\$12 CPM	No section or DMA targeting
Multiple Market Targeting	\$16 CPM	Ads run across the LHD geo targeted to multiple DMAs
Mobil	\$13 CPM	

LOCAL ADVERTISING RATES»

TYPE	RATE	NOTES
ROS Banner ads	\$15 CPM	No section or DMA targeting
Pre-Roll	\$20	15 or 30 sec. VAST COMPLIANT ROS ONLY
Mobil	\$13 CPM	

AD DETAILS»

File size: 30k // Ad resolution: 72 dpi

Accepted file formats: JPEG, GIF, GIF Animated, Flash

Animation Length: Up to 30 seconds

PRE ROLL VIDEO SLOTS ARE AVAILABLE AS WELL, CONTACT SANDRA CASAGRAND FOR MORE INFORMATION.

AD SIZES»

LEADERBOARD	above the fold (ABF)	728px x 90px
LEADERBOARD	below the fold (BTF)	728px x 90px
BIG BOX	above the fold (ABF)	300px x 250px
BIG BOX	below the fold (BTF)	300px x 250px
MOBILE		320px x 50px

PACKAGES»

Ad/event promotions available with ad placement including social media mentions, e-newsletter mentions, featured videos, ticket giveaways and contests. Ask for more specific details

THE MARKETPLACE»



THE DIGITAL MARKETPLACE HAS TWO SECTIONS:

Ads.baystatebanner.com is an online marketplace that allows our print ads to appear online on a platform that is highly optimized for Google searches across all digital platforms: tablets, website and mobile phones.
local.baystatebanner.com is an online directory that is easily searched on websites, mobile phones and tablets. 80% of searches online are for local services and products and this allows your company to reach those customers searching online.

By having your business listed in either section, it will improve the search engine optimization (SEO) of your company, which in turn will place your business higher on Google search results. This ultimately will draw more traffic to your business.

On average, it takes 6 months to see results and a significant increase in traffic, but we'll send you periodic reports so you can see the progress and analyze your traffic.

RATES»

The Banner's new online Marketplace enhances our print ads by including them across all of the most widely used digital devices — mobile phones, computers and tablets. 80% of consumers search online first before buying local products and services. Our highly optimized platform gives our local businesses an opportunity to have their ads included in the digital searches.

For all display print ads, \$30 will be added per insertion for the ad to be displayed online for the following month.

For Real Estate ads, \$70 will be charged per insertion for the ad to be displayed online for the following month. This will allow for the property to show up more widely in searches as well as increasing the online presence.

Contact Sandra Casagrand to learn about more extensive listing opportunities or with any questions at sandra@bannerpub.com or (617) 261-4600 x7797.