



# THE BAY STATE **Banner** URBAN NEWS SOURCE



## 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 50+ 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.

## 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 quarterly publication of the Banner is aimed at reducing racial and ethnic disparities in healthcare. Be Healthy is a print and online campaign providing quarterly 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 various prominent healthcare institutions.



### BANNER BIZ

Banner Biz is a bi-monthly print magazine that intersects business with community. Most business magazines discuss business concerns as being separate from social issues, but we believe that business development is at the center of creating opportunity and building wealth in our urban centers. The magazine will include a dynamic online platform that will be regularly updated, and will allow us to reach a very large audience.

## 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. Ads should be submitted to [ads@bannerpub.com](mailto:ads@bannerpub.com). \*If there is a Monday holiday, reservations are due by Friday at 10 a.m.

## CIRCULATION »

The Bay State/Boston Banner has a current circulation of 27,000, based on a June 2015 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, Randolph and Worcester areas).

## BACK ISSUES »

Back issues of the Banner can be obtained by mailing in prepayment of \$3 to Bay State Banner, 1100 Washington St., Dorchester, MA 02124, Attention: Circulation Department.

## DISCOUNTS »

Advertising discounts are available and are based on volume. Please call Sandra Casagrand (617) 261-4600 ext. 7797 for further details.

## CANCELLATIONS »

Advertisements canceled 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.

## DEADLINES » FOR THURSDAY PUBLICATION:

SPACE RESERVATION MONDAY 10 AM

CAMERA-READY MATERIAL SUBMISSION MONDAY 3 PM

FOR MONDAY HOLIDAYS SPACE FRIDAY 10 AM

EMAIL CONTACT:  
[ADS@BANNERPUB.COM](mailto:ADS@BANNERPUB.COM)

## RATES »

### LEGAL ADVERTISING:

PROBATE MATTERS \$140/WEEK

LEGAL NOTICES \$1.50/LINE

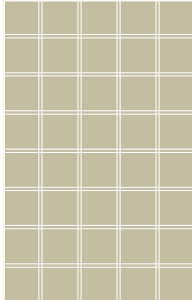
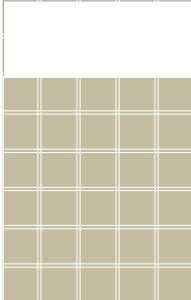
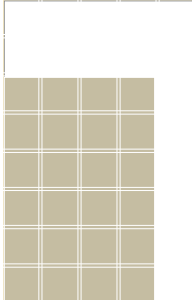
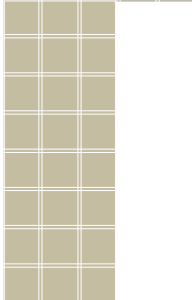
Requests for proposals are considered legal notices. All legal notices are pubset by the Banner on a 2-column width. Rates are non-commissionable.

### BUSINESS DIRECTORY:

30-WORD LISTING FOR \$250

SIX MONTHS IN PRINT

**2016 ROP ADVERTISING RATES & SPECS (NET)»** EFFECTIVE JAN. 1, 2016 (COST INCLUDES AD POSTING ON DIGITAL MARKETPLACE)

<p><b>FULL PAGE</b> 10" w x 15.75" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$1,950</b> Non-profit <b>\$1,653</b></p>	<p><b>THREE-QUARTER PAGE</b> 10" w x 11.771" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$1,470</b> Non-profit <b>\$1,254</b></p>	<p><b>JUNIOR PAGE</b> 7.967" w x 11.771" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$1,182</b> Non-profit <b>\$1,006</b></p>	<p><b>VERTICAL JUNIOR PAGE</b> 5.933" w x 15.75" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$1,182</b> Non-profit <b>\$1,006</b></p>
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**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.

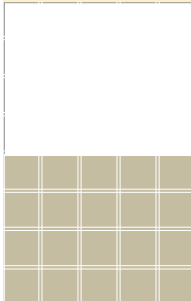

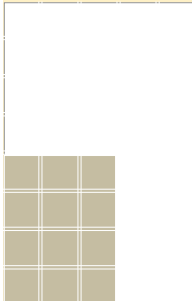
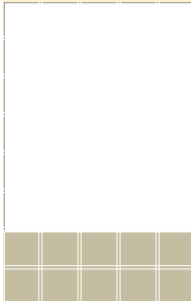
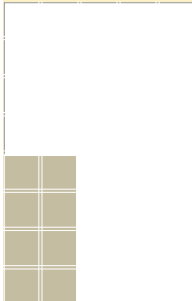




■ You may also send ads as 300 dpi TIFF files.

■ 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 [ads@bannerpub.com](mailto:ads@bannerpub.com)

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

<p><b>HORIZONTAL HALF PAGE</b> 10" w x 7.792" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$990</b> Non-profit <b>\$846</b></p>	<p><b>VERTICAL TALL</b> 3.9" w x 11.771" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$606</b> Non-profit <b>\$520</b></p>	<p><b>QUARTER PAGE</b> 5.933" w x 7.792" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$606</b> Non-profit <b>\$520</b></p>
<p><b>HORIZONTAL 1/4 PAGE</b> 10" w x 3.812" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$606</b> Non-profit <b>\$520</b></p>	<p><b>1/5 PAGE</b> 3.9" w x 7.792" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$414</b> Non-profit <b>\$356</b></p>	<p><b>POSTCARD</b> 5.933" w x 3.812" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$318</b> Non-profit <b>\$274</b></p>
<p><b>1/8 PAGE</b> 3.9" w x 3.812" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$222</b> Non-profit <b>\$193</b></p>	<p><b>BUSINESS CARD</b> 3.9" w x 1.823" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$126</b> Non-profit <b>\$112</b></p>	<p><b>VERTICAL BUSINESS CARD</b> 1.867" w x 3.812" h</p>  <p><b>Black &amp; White:</b> Open rate <b>\$126</b> Non-profit <b>\$112</b></p>

## 2016 CLASSIFIED ADVERTISING RATES (NET)»

NON-PROFIT/LOCAL ..... \$19.50 PER COLUMN IN.      OPEN/NET ..... \$23 PER COLUMN IN.

### HELP WANTED

AD SIZES	INCHES	NON-PROFIT	OPEN/NET
1 column x 3"	1.528" x 3"	\$58.50	\$69
2 columns x 3"	3.222" x 3"	\$117	\$138
2 columns x 4"	3.222" x 4"	\$156	\$184
2 columns x 5"	3.222" x 5"	\$195	\$230
<b>1/8 page *</b>	<b>12 column inches</b>	<b>\$334</b>	<b>\$401</b>
2 columns x 6"	3.222" x 6"		
3 columns x 4"	4.917" x 4"		
<b>1/4 page*</b>	<b>24 column inches</b>	<b>\$568</b>	<b>\$677</b>
3 columns x 8"	4.914 x 8"		
4 columns x 6"	6.611" x 6"		
<b>1/2 page *</b>	<b>48 column inches</b>	<b>\$1036</b>	<b>\$1229</b>
6 columns x 8"	10" x 8"		
<b>full page*</b>	<b>90 column inches</b>	<b>\$1855</b>	<b>\$2195</b>
6 columns x 15"	10" x 15"		

\*Prices include posting online for 2 weeks

### REAL ESTATE

AD SIZES	INCHES	NON-PROFIT	OPEN/NET
1 column x 3"	1.528" x 3"	\$128.50	\$139
2 columns x 3"	3.222" x 3"	\$187	\$208
2 columns x 4"	3.222" x 4"	\$226	\$254
2 columns x 5"	3.222" x 5"	\$265	\$300
<b>1/8 page</b>	<b>12 column inches</b>	<b>\$304</b>	<b>\$346</b>
2 columns x 6"	3.222" x 6"		
3 columns x 4"	4.917" x 4"		
<b>1/4 page</b>	<b>24 column inches</b>	<b>\$538</b>	<b>\$622</b>
3 columns x 8"	4.914 x 8"		
4 columns x 6"	6.611" x 6"		
<b>1/2 page</b>	<b>48 column inches</b>	<b>\$1006</b>	<b>\$1174</b>
6 columns x 8"	10" x 8"		
<b>full page</b>	<b>90 column inches</b>	<b>\$1825</b>	<b>\$2140</b>
6 columns x 15"	10" x 15"		

Prices include posting online for 1 month

### AD SPECS»

#### SPECIFICATIONS FOR FILE SUBMISSION:

- Submit camera ready artwork as a pdf, at 300 dpi, grayscale color mode. Minimum font size is 7pt.
- Submit ads for creation as a word doc and send all pictures and logos as separate jpeg files.

### AD SIZES»

#### CLASSIFIED DIMENSIONS:

1 col. width	1.528 in.
2 col. width	3.222 in.
3 col. width	4.917 in.
4 col. width	6.611 in.
5 col. width	8.306 in.
6 col. width	10.000 in.

LENGTH To the half inch

MINIMUM AD SIZE 1X3

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. Color available for additional \$400.

EMAIL ADS TO [ADS@BANNERPUB.COM](mailto:ADS@BANNERPUB.COM)

### DIGITAL»

#### HELP WANTED:

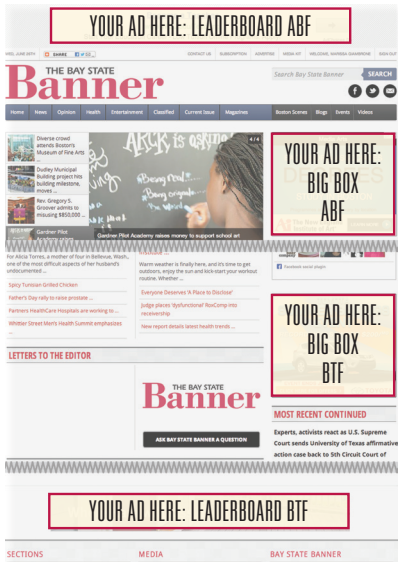
ADS 12 COLUMN INCHES AND LARGER INCLUDE POSTING ON OUR WEBSITE AS INDICATED. ONLINE POSTING IS OPTIONAL FOR ADS SMALLER THAN 12 COLUMN INCHES. THE COST IS AN ADDITIONAL \$100 (NON-PROFIT) OR \$125 (OPEN/NET) FOR A TWO-WEEK POSTING.

#### REAL ESTATE:

ALL REAL ESTATE ADS ARE REQUIRED TO POST THEIR ADS ONLINE TO THE MARKETPLACE AT AN ADDITIONAL COST OF \$70 PER INSERTION. THE MARKETPLACE INCLUDES THE POSTING OF YOUR AD FOR A MONTH AS WELL AS A DIRECTORY LISTING HELPING YOUR PROPERTY BECOME MORE SEARCHABLE AND ASSISTING PEOPLE IN LOCATING IT.

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

### 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.

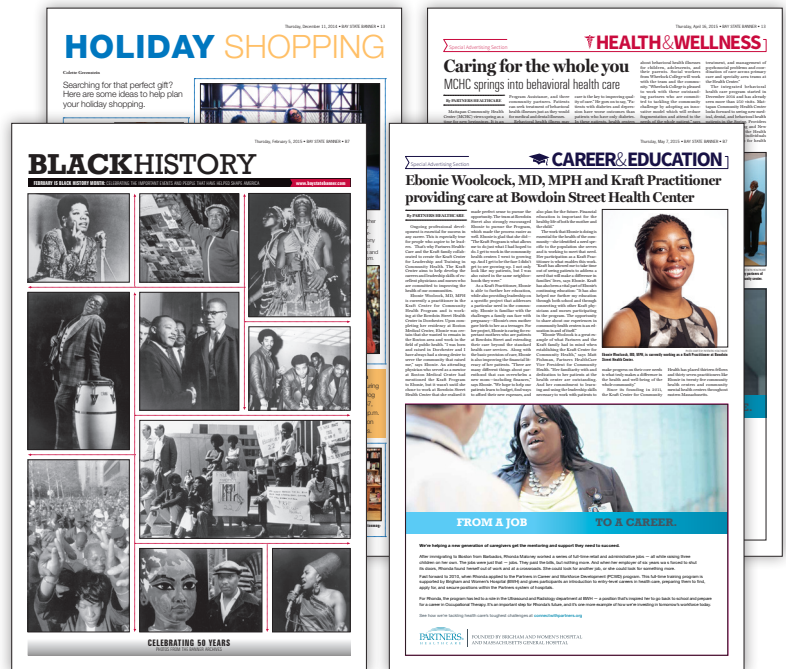
For all display print ads, \$30 will be added per insertion for the ad to be displayed online for the following month.

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 Casagranda to learn about more extensive listing opportunities or with any questions at [sandra@bannerpub.com](mailto:sandra@bannerpub.com) or (617) 261-4600 x7797.

## 2016 EDITORIAL FEATURES»

PUBLISH DATE	SECTION (*Advertorial)
January 7	Career & Education *
January 14	Tribute to Dr. Martin Luther King, Jr.
February 4	Black History Month
February 11	Health & Wellness *
March 10	Career & Education *
April 14	Career & Education *
May 5	Health & Wellness*
June 2	Black Music Month
June 9	Health & Wellness *
August 4	Career & Education *
August 11	Health & Wellness *
October 6	Health & Wellness *
October 13	Fall Education *
November 10	Holiday Shopping Guide *
December 8	Career & Education *



FOR MORE INFORMATION AND TO PLACE AN AD CONTACT  
SANDRA CASAGRAND AT [SANDRA@BANNERPUB.COM](mailto:SANDRA@BANNERPUB.COM)  
OR (617) 261-4600 EXT. 7797

## 2016 SUPPLEMENTS»

### CAREER & EDUCATION

#### JANUARY 7

Career Advancement/Education  
Space closing & article  
deadline December 30

#### MARCH 10

Career Advancement/Education  
Space closing & article deadline March 3

#### APRIL 14

Career Advancement/Education  
Space closing & article deadline April 7

#### AUGUST 4

Career Advancement/Education  
Space closing & article deadline July 28

#### OCTOBER 13

Career Advancement/Education  
Space closing & article  
deadline October 6

#### DECEMBER 8

Career Advancement/Education  
Space closing & article deadline December 1

### HEALTH & WELLNESS

#### FEBRUARY 11

Healthy Living  
Space closing & article  
deadline February 4

#### MAY 5

Spring into health  
Space closing & article  
deadline April 28

#### JUNE 9

Men's Health  
Space closing & article  
deadline June 2

#### AUGUST 11

Fall Health  
Space closing & article  
deadline August 4

#### OCTOBER 6

Winter Health  
Space closing & article  
deadline September 29

## SPONSORED ARTICLES & ADS»

### FULL PAGE DISPLAY AD

1,200 WORD ARTICLE AND COLOR PHOTO  
Article posted online and promoted through social media  
10" wide x 15.75" tall  
Non-profit rate: \$2,500 // Open rate: \$3,000

### HALF PAGE COLOR AD

700 WORD ARTICLE AND COLOR PHOTO  
Article posted online and promoted through social media  
10" wide x 7.79" tall  
Non-profit rate: \$1,600 // Open rate: \$2,000

### QUARTER PAGE COLOR DISPLAY AD COLOR PHOTO AND CAPTION

5.9" wide x 7.79" tall  
Non-profit rate: \$890 // Open rate: \$976

### ONE FIFTH PAGE COLOR DISPLAY AD

3.9" wide x 7.79" tall  
Non-profit rate: \$626 // Open rate: \$684

### POSTCARD COLOR DISPLAY AD

5.9" wide x 3.812" tall  
Non-profit rate: \$392 // Open rate \$452

\*Schedule is subject to change. Changes will be posted online

## 2015 ALLIANCE FOR AUDITED MEDIA REPORT»

ZIP CODE BREAKDOWN FOR BAY STATE BANNER

ZIP CODE	TOWN	NUMBER OF PAPERS
02210	Boston	400
02215	Boston	25
02108	Boston	485
02109	Boston	300
02110	Boston	35
02111	Boston	50
02114	Boston	50
02115	Boston	490
02116	Boston	660
02118	Boston	1,335
02119	Boston	7,805
02120	Roxbury Crossing	1,680
02121	Dorchester	2,455
02122	Dorchester	810
02124	Dorchester Center	2,360
02125	Dorchester	1,860
02126	Mattapan	1,440
02129	Charlestown	125
02130	Jamaica Plain	2,265
02131	Roslindale	575
02136	Hyde Park	380
02138	Cambridge	225
02139	Cambridge	50
02301	Brockton	300
02368	Randolph	290

