



# THE BAY STATE **Banner** MEDIA KIT

YOUR URBAN NEWS SOURCE SINCE 1965



## 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.



## 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@banner-pub.com](mailto:ads@banner-pub.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 2016 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 MONDAY 3 PM

MATERIAL SUBMISSION

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.

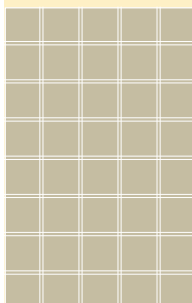
### BUSINESS DIRECTORY:

30-WORD LISTING FOR \$250  
SIX MONTHS IN PRINT

## 2017 ROP ADVERTISING RATES & SPECS (NET)

EFFECTIVE JAN. 1, 2017 (COST INCLUDES AD POSTING ON DIGITAL MARKETPLACE)

### FULL PAGE 10" w x 15.75" h



**Black & White:**

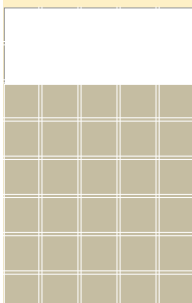
Open rate

**\$1,950**

Non-profit

**\$1,653**

### THREE-QUARTER PAGE 10" w x 11.771" h



**Black & White:**

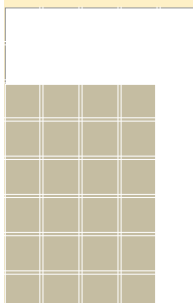
Open rate

**\$1,470**

Non-profit

**\$1,254**

### JUNIOR PAGE 7.967" w x 11.771" h



**Black & White:**

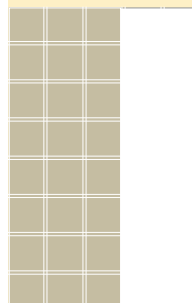
Open rate

**\$1,182**

Non-profit

**\$1,006**

### VERTICAL JUNIOR PAGE 5.933" w x 15.75" h



**Black & White:**

Open rate

**\$1,182**

Non-profit

**\$1,006**

## IN-HOUSE DESIGN IS AN ADDITIONAL \$50

## 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 down-sample 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 file. If emailing, please compress the document and accompanying files and fonts into a Zip file.

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

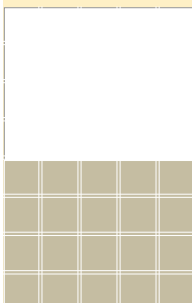
■ When sending just photos, use TIFF or JPEG format. Photos should be at 200 dpi, line art at 1200 dpi.

■ 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.

### HORIZONTAL HALF PAGE 10" w x 7.792" h



**Black & White:**

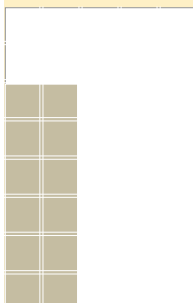
Open rate

**\$990**

Non-profit

**\$846**

### VERTICAL TALL 3.9" w x 11.771" h



**Black & White:**

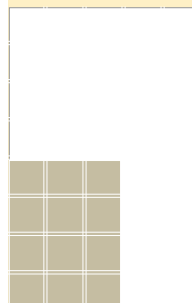
Open rate

**\$606**

Non-profit

**\$520**

### QUARTER PAGE 5.933" w x 7.792" h



**Black & White:**

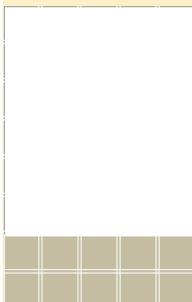
Open rate

**\$606**

Non-profit

**\$520**

### HORIZONTAL 1/4 PAGE 10" w x 3.812" h



**Black & White:**

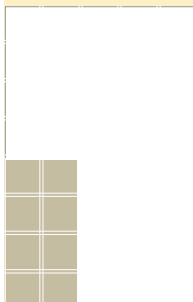
Open rate

**\$606**

Non-profit

**\$520**

### 1/5 PAGE 3.9" w x 7.792" h



**Black & White:**

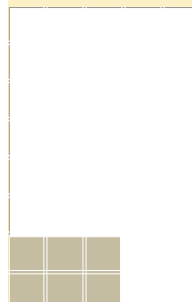
Open rate

**\$414**

Non-profit

**\$356**

### POSTCARD 5.933" w x 3.812" h



**Black & White:**

Open rate

**\$318**

Non-profit

**\$274**

### 1/8 PAGE 3.9" w x 3.812" h



**Black & White:**

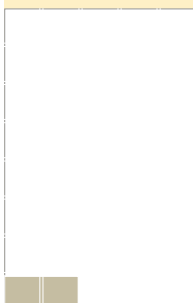
Open rate

**\$222**

Non-profit

**\$193**

### BUSINESS CARD 3.9" w x 1.823" h



**Black & White:**

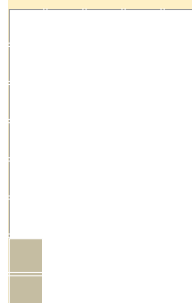
Open rate

**\$126**

Non-profit

**\$112**

### VERTICAL BUSINESS CARD 1.867" w x 3.812" h



**Black & White:**

Open rate

**\$126**

Non-profit

**\$112**

## 2017 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 the additional cost of 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:

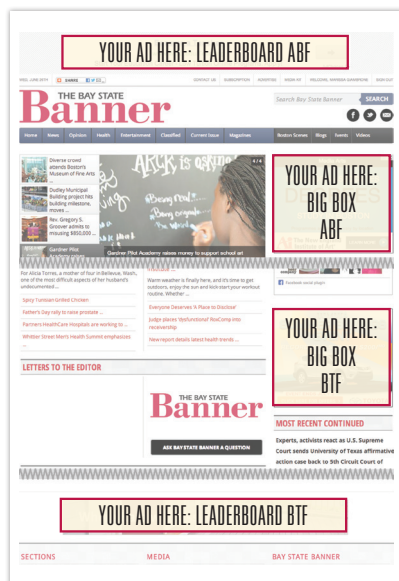
ALL REAL ESTATE ADS ARE REQUIRED TO POST THEIR ADS ONLINE TO THE MARKETPLACE AT AN ADDITIONAL COST OF \$70 PER INSERTION. THE MARKETPLACE INCLUDES THE POSTING OF YOUR AD FOR A MONTH AS WELL AS A DIRECTORY LISTING HELPING YOUR PROPERTY BECOME MORE SEARCHABLE AND ASSISTING PEOPLE IN LOCATING IT.





## BAYSTATEBANNER.COM DISPLAY ADS

### WEBSITE PLACEMENT



### AD DETAILS

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

**Accepted file formats:**

JPEG, GIF, GIF Animated, Flash

**Animation Length:** Up to 30 seconds

### 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.

**PRE ROLL VIDEO SLOTS ARE AVAILABLE, CONTACT SANDRA CASAGRAND FOR MORE INFORMATION**

### NATIONAL ADVERTISING RATES

TYPE	RATE	NOTES
ROS Banner ads	\$15 CPM	No section or DMA targeting
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	

### OTHER OPTIONS

- Sponsored content
- Digital Marketplace

Contact Sandra Casagrand for more information:  
**sandra@bannerpub.com** or  
**(617) 936-7797**.



### AD SIZES

<b>LEADERBOARD</b>	above the fold (ABF)	728 px × 90 px
<b>LEADERBOARD</b>	below the fold (BTf)	728 px × 90 px
<b>SKYSCRAPER</b>	above the fold (ABF)	120 px × 600 px
<b>BIG BOX</b>	above the fold (ABF)	300 px × 250 px
<b>BIG BOX</b>	below the fold (BTf)	300 px × 250 px
<b>MOBILE</b>		320 px × 50 px

## 2016 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

