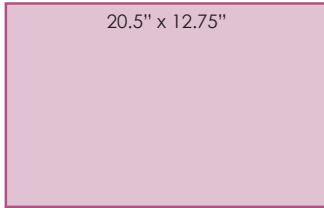
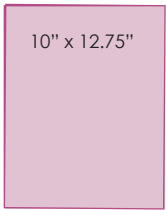


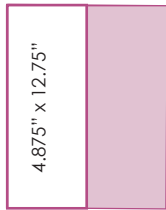
### Ad unit sizes



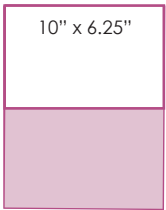
Center Spread



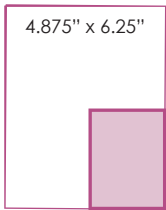
Full Page



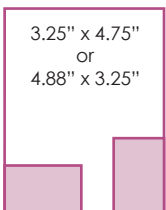
1/2 Pg V.



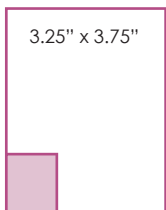
1/2 Pg H.



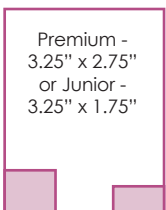
1/4 Pg



1/8 Pg



1/10 Pg



Business Cards

**Publication:** Every Thursday  
**Ad Deadline:** Every Monday at 3:00pm

**Circulation:** 20,000  
audited by VERIFIED AUDIT CIRCULATION

### Pricing

FREQUENCY	Open	8x	16x	26x	52x
<b>DISCOUNT</b>		<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>
<b>Center Spread</b> .....	\$1,698.....	\$1,443.30 ..	\$1,358.40 ..	\$1,273.50 ..	\$1,188.60
<b>Full page</b> .....	\$998.....	\$848.30 .....	\$798.40 .....	\$748.50 .....	\$698.60
<b>1/2 page</b> .....	\$525.....	\$446.25 .....	\$420.00 .....	\$393.75 .....	\$367.50
<b>1/4 page</b> .....	\$290.....	\$246.50 .....	\$232.00 .....	\$217.50 .....	\$203.12
<b>1/8 page</b> .....	\$158.....	\$134.30 .....	\$126.20 .....	\$118.50 .....	\$110.60
<b>1/10 page</b> .....	\$113.....	\$96.05 .....	\$90.40 .....	\$84.75 .....	\$79.10
<b>Business Card Premium</b> .....	\$83.....	\$70.55 .....	\$66.40 .....	\$62.25 .....	\$58.10
<b>Business Card Jr</b> .....	\$53.....	\$45.05 .....	\$42.40 .....	\$39.75 .....	\$37.10

### COLOR CHARGES

**4Color** ..... +\$300  
**Spot Color** ..... +\$150

**INSERTS**..... \$60 per 1,000

Frequency based upon insertions within a 1 year period. All rates are Net, Non-Commissionable. Commissionable rates available upon request. First-time advertisers must prepay for the first 4 insertions.

### Mechanicals

SAMPLE SIZE	WIDTH x HEIGHT
Center Spread .....	20.5" x 12.75"
Full Page.....	10" x 12.75"
1/2 page .....	4.875" x 12.75" or 10" x 6.25"
1/4 page .....	4.875" x 6.25"
1/8 page .....	3.25" x 4.75" or 4.88" x 3.25"
1/10 page .....	3.25" x 3.75"
Business Card Premium....	3.25" x 2.75"
Business Card Junior .....	3.25" x 1.75"

*Other sizes available. Rates are per insertion.*

- **FREE AD DESIGN**
- **SPECIAL COMBO RATE:**  
**Receive an additional 10% discount**  
**for also advertising in South End News.**

