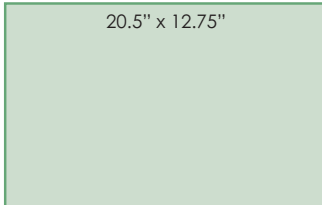


South End News is a biweekly, general interest newspaper serving the one square mile neighborhood of Boston called the South End. The South End is one of Boston's most vibrant and diverse neighborhoods.

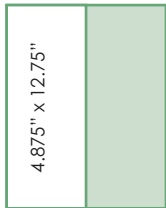
Ad unit sizes



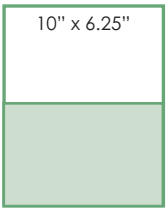
Center Spread



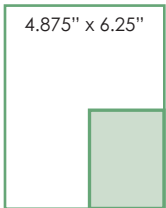
Full Page



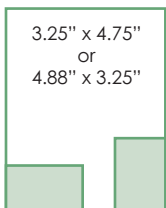
1/2 Pg V.



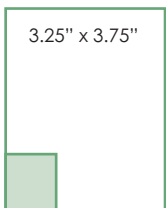
1/2 Pg H.



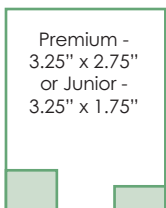
1/4 Pg



1/8 Pg



1/10 Pg



Business Cards

Publication: Every other Thursday
Ad Deadline: Every other Monday at noon

Circulation: 14,000

Pricing

FREQUENCY	Open	8x	16x	26x	52x
DISCOUNT		15%	20%	25%	30%
Center Spread	\$1,733.....	\$1,473.05 ..	\$1,386.40 ..	\$1,299.75 ..	\$1,213.10
Full page	\$1,033.....	\$878.05	\$826.40	\$774.75	\$723.10
1/2 page	\$559.....	\$475.15	\$447.20	\$419.25	\$391.30
1/4 page	\$302.....	\$256.70	\$241.60	\$226.50	\$211.40
1/8 page	\$164.....	\$139.40	\$131.20	\$123.00	\$114.80
1/10 page	\$118.....	\$100.30	\$94.40	\$88.50	\$82.60
Business Card Premium	\$86.....	\$73.10	\$68.80	\$64.50	\$60.20
Business Card Jr	\$55.....	\$46.75	\$44.00	\$41.25	\$38.50

COLOR CHARGES

4Color +\$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 4.875" 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 Bay Windows.

