

# Reach 45,000 in the mature market in Boston Metro

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## BLACK AND WHITE ADVERTISING RATES

*These rates are per ad insertion.*

Ad Size	Time	Times	Times	Times
Full page	\$1,700	\$1,300	\$1,100	\$900
3/4 page	\$1,300	\$1,000	\$850	\$700
Half page	\$900	\$700	\$600	\$500
Quarter page	\$475	\$375	\$325	\$275
Eighth page	\$325	\$275	\$250	\$225

\* Rates do not include premium charge for back cover or inside front and back covers.

### RESERVATION DEADLINE:

10 days prior to publication date.

### ADVERTISING SIZES

Size:	Width:	Height:
<b>Full page</b>	10"	12 <sup>3</sup> / <sub>4</sub> "
<b>3/4 page (horizontal)</b>	10"	9"
<b>1/2 page (horizontal)</b>	10"	6 <sup>1</sup> / <sub>4</sub> "
<b>1/2 page (vertical)</b>	4 <sup>3</sup> / <sub>4</sub> "	12 <sup>3</sup> / <sub>4</sub> "
<b>1/4 page (horizontal)</b>	10"	3 <sup>1</sup> / <sub>16</sub> "
<b>1/4 page (vertical)</b>	4 <sup>3</sup> / <sub>4</sub> "	6 <sup>1</sup> / <sub>4</sub> "
<b>1/8 page</b>	4 <sup>3</sup> / <sub>4</sub> "	3 <sup>1</sup> / <sub>16</sub> "



READERSHIP AREA

Image area size = full page

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**fifty plus**

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