

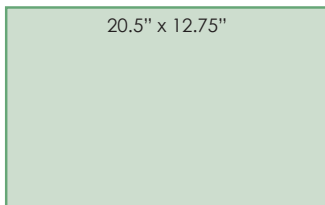
# South End News

South End News is a weekly, 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.

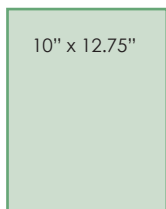
## AD RATES: Local

Effective January 1, 2015  
 Email: sales@southendnews.com  
 Voice: 617.464.7280 x202  
 Fax: 617.464.7286  
 28 Damrell Street, Suite 204  
 Boston, MA 02127

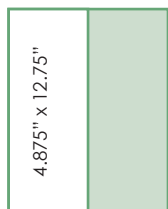
### Ad unit sizes



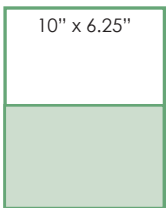
Center Spread



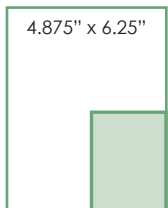
Full Page



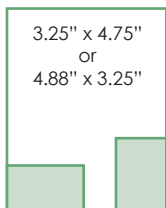
1/2 Pg V.



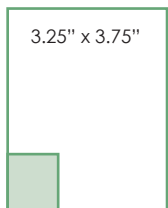
1/2 Pg H.



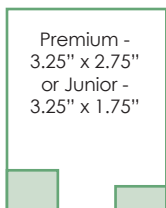
1/4 Pg



1/8 Pg



1/10 Pg



Business Cards

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

**Circulation:** 14,000

### 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> .....         | \$1,733..... | \$1,473.05 ..  | \$1,386.40 ..  | \$1,299.75..   | \$1,213.10 |
| <b>Full page</b> .....             | \$1,033..... | \$878.05 ..... | \$826.40 ..... | \$774.75 ..... | \$723.10   |
| <b>1/2 page</b> .....              | \$559.....   | \$475.15 ..... | \$447.20 ..... | \$419.25 ..... | \$391.30   |
| <b>1/4 page</b> .....              | \$302.....   | \$256.70 ..... | \$241.60 ..... | \$226.50 ..... | \$211.40   |
| <b>1/8 page</b> .....              | \$164.....   | \$139.40 ..... | \$131.20 ..... | \$123.00 ..... | \$114.80   |
| <b>1/10 page</b> .....             | \$118.....   | \$100.30 ..... | \$94.40 .....  | \$88.50 .....  | \$82.60    |
| <b>Business Card Premium</b> ..... | \$86.....    | \$73.10 .....  | \$68.80 .....  | \$64.50 .....  | \$60.20    |
| <b>Business Card Jr</b> .....      | \$55.....    | \$46.75 .....  | \$44.00 .....  | \$41.25 .....  | \$38.50    |

### 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 4.875" 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.**

