

# Reach Boston's **three** most prosperous neighborhoods

through Boston's three  
best neighborhood  
newspapers.



**THE BACK BAY SUN**

**Back Bay Office**  
25 Myrtle Street Boston, MA 02114  
P 617-523-9490 F 617-523-8668



**THE BEACON HILL TIMES**

**Beacon Hill Office**  
25 Myrtle Street Boston, MA 02114  
P 617-523-9490 F 617-523-8668



**CHARLESTOWN**  
PATRIOT BRIDGE

**Charlestown Office**  
87 Warren Street Charlestown, MA 02129  
P 617-241-8500 F 617-241-8505

## ADVERTISING RATES















The Back Bay Sun: \$16 a column inch. The Beacon Hill Times: \$16 a column inch. The Charlestown Patriot-Bridge: \$14 a column inch. Any two newspapers: \$28 a column inch.

**BEST RATE: All three newspapers: \$32 a column inch.**

Add six community newspapers in Chelsea, East Boston, Everett, Lynn, Revere and Winthrop: \$60 a column inch, reaching up to 100,000 more readers.

Rates do not include agency commissions. Rates and discounts based on a signed contract. We guarantee placement only for full and half page ads on a first-come, first-served basis. Back page or centerfold ads MUST be in color.

### THREE NEWSPAPERS. ONE AD. GREAT RESULTS.

		\$16 COLUMN INCH		\$16 COLUMN INCH		\$14 COLUMN INCH		\$28 COLUMN INCH		\$32 COLUMN INCH	
		THE BACK BAY SUN		THE BEACON HILL TIMES		THE CHARLESTOWN PATRIOT-BRIDGE		ANY 2 NEWSPAPERS		ALL 3 NEWSPAPERS	
POPULAR SIZES	3% SCALE	BLACK & WHITE	4-COLOR	BLACK & WHITE	4-COLOR	BLACK & WHITE	4-COLOR	BLACK & WHITE	4-COLOR	BLACK & WHITE	4-COLOR
<b>Full Page</b> 10" w x 15.5" h (77.5 column inches)		\$1,240.00 per insertion 5% off 3 = \$1,178.00 8% off 6 = \$1,140.80 10% off 12 = \$1,116.00 15% off 15 = \$1,054.00 20% off 20 = \$922.00	+ \$300	\$1,240.00 per insertion 5% off 3 = \$1,178.00 8% off 6 = \$1,140.80 10% off 12 = \$1,116.00 15% off 15 = \$1,054.00 20% off 20 = \$922.00	+ \$300	\$1,085.00 per insertion 5% off 3 = \$1,030.75 8% off 6 = \$998.20 10% off 12 = \$976.50 15% off 15 = \$922.25 20% off 20 = \$868.00	+ \$300	\$2,170.00 per insertion 5% off 3 = \$2,061.50 8% off 6 = \$1,996.40 10% off 12 = \$1,953.00 15% off 15 = \$1,844.50 20% off 20 = \$1,736.00	+ \$550	\$2,480.00 per insertion 5% off 3 = \$2,356.00 8% off 6 = \$2,281.60 10% off 12 = \$2,232.00 15% off 15 = \$2,108.00 20% off 20 = \$1,984.00	+ \$600
<b>Half Page</b> 10" w x 7.625" h or 7.967" w x 9.53" h (38.125 column inches)	 	\$610.00 per insertion 5% off 3 = \$579.50 8% off 6 = \$561.20 10% off 12 = \$549.00 15% off 15 = \$518.50 20% off 20 = \$488.00	+ \$160	\$610.00 per insertion 5% off 3 = \$579.50 8% off 6 = \$561.20 10% off 12 = \$549.00 15% off 15 = \$518.50 20% off 20 = \$488.00	+ \$160	\$533.75 per insertion 5% off 3 = \$507.18 8% off 6 = \$491.05 10% off 12 = \$480.38 15% off 15 = \$453.69 20% off 20 = \$427.00	+ \$160	\$1067.50 per insertion 5% off 3 = \$1,014.13 8% off 6 = \$982.10 10% off 12 = \$960.75 15% off 15 = \$907.38 20% off 20 = \$854.00	+ \$300	\$1,220.00 per insertion 5% off 3 = \$1,159.00 8% off 6 = \$1,122.40 10% off 12 = \$1,098.00 15% off 15 = \$1,207.80 20% off 20 = \$976.00	+ \$350
<b>Third Page</b> 5.933" w x 8.5" h or 10" w x 5.1" h (25.5 column inches)	 	\$408.00 per insertion 5% off 3 = \$387.60 8% off 6 = \$375.36 10% off 12 = \$367.20 15% off 15 = \$346.80 20% off 20 = \$326.40	+ \$110	\$408.00 per insertion 5% off 3 = \$387.60 8% off 6 = \$375.36 10% off 12 = \$367.20 15% off 15 = \$346.80 20% off 20 = \$326.40	+ \$110	\$357.00 per insertion 5% off 3 = \$339.15 8% off 6 = \$328.44 10% off 12 = \$321.30 15% off 15 = \$303.45 20% off 20 = \$285.60	+ \$110	\$714.00 per insertion 5% off 3 = \$678.30 8% off 6 = \$656.88 10% off 12 = \$642.60 15% off 15 = \$606.90 20% off 20 = \$571.20	+ \$200	\$816.00 per insertion 5% off 3 = \$775.20 8% off 6 = \$750.72 10% off 12 = \$734.40 15% off 15 = \$693.60 20% off 20 = \$652.80	+ \$250
<b>Quarter Page</b> 4.9" w x 7.625" h or 5.933" w x 6.353" h (19.06 column inches)	 	\$305.00 per insertion 5% off 3 = \$289.75 8% off 6 = \$280.60 10% off 12 = \$274.50 15% off 15 = \$259.25 20% off 20 = \$244.00	+ \$80	\$305.00 per insertion 5% off 3 = \$289.75 8% off 6 = \$280.60 10% off 12 = \$274.50 15% off 15 = \$259.25 20% off 20 = \$244.00	+ \$80	\$266.84 per insertion 5% off 3 = \$253.50 8% off 6 = \$245.50 10% off 12 = \$240.16 15% off 15 = \$226.81 20% off 20 = \$213.47	+ \$80	\$533.68 per insertion 5% off 3 = \$507.00 8% off 6 = \$491.00 10% off 12 = \$480.31 15% off 15 = \$453.63 20% off 20 = \$426.94	+ \$150	\$609.92 per insertion 5% off 3 = \$579.42 8% off 6 = \$561.13 10% off 12 = \$548.93 15% off 15 = \$518.43 20% off 20 = \$487.94	+ \$200
<b>Sixth Page</b> 3.9" w x 6.5" h or 5.933" w x 4.33" h (13 column inches)	 	\$208.00 per insertion 5% off 3 = \$197.60 8% off 6 = \$191.36 10% off 12 = \$187.20 15% off 15 = \$176.80 20% off 20 = \$166.40	+ \$70	\$208.00 per insertion 5% off 3 = \$197.60 8% off 6 = \$191.36 10% off 12 = \$187.20 15% off 15 = \$176.80 20% off 20 = \$166.40	+ \$70	\$182.00 per insertion 5% off 3 = \$172.90 8% off 6 = \$167.44 10% off 12 = \$163.80 15% off 15 = \$154.70 20% off 20 = \$145.60	+ \$70	\$364.00 per insertion 5% off 3 = \$345.80 8% off 6 = \$334.88 10% off 12 = \$327.60 15% off 15 = \$309.40 20% off 20 = \$291.20	+ \$130	\$416.00 per insertion 5% off 3 = \$395.20 8% off 6 = \$382.72 10% off 12 = \$374.40 15% off 15 = \$353.60 20% off 20 = \$332.80	+ \$160
<b>Eighth Page</b> 3.9" w x 5" h or 5.933" w x 3.3" h (10 column inches)	 	\$160.00 per insertion 5% off 3 = \$152.00 8% off 6 = \$147.20 10% off 12 = \$144.00 15% off 15 = \$136.00 20% off 20 = \$128.00	+ \$45	\$160.00 per insertion 5% off 3 = \$152.00 8% off 6 = \$147.20 10% off 12 = \$144.00 15% off 15 = \$136.00 20% off 20 = \$128.00	+ \$45	\$140.00 per insertion 5% off 3 = \$133.00 8% off 6 = \$128.80 10% off 12 = \$126.00 15% off 15 = \$119.00 20% off 20 = \$112.00	+ \$45	\$280.00 per insertion 5% off 3 = \$266.00 8% off 6 = \$257.60 10% off 12 = \$252.00 15% off 15 = \$238.00 20% off 20 = \$224.00	+ \$80	\$320.00 per insertion 5% off 3 = \$304.00 8% off 6 = \$294.40 10% off 12 = \$288.00 15% off 15 = \$272.00 20% off 20 = \$256.00	+ \$110
<b>Tenth Page</b> 3.9" w x 3.9" h (8 column inches)		\$128.00 per insertion 5% off 3 = \$121.60 8% off 6 = \$117.60 10% off 12 = \$115.20 15% off 15 = \$108.80 20% off 20 = \$102.40	+ \$40	\$128.00 per insertion 5% off 3 = \$121.60 8% off 6 = \$117.60 10% off 12 = \$115.20 15% off 15 = \$108.80 20% off 20 = \$102.40	+ \$40	\$112.00 per insertion 5% off 3 = \$106.40 8% off 6 = \$103.04 10% off 12 = \$100.80 15% off 15 = \$95.20 20% off 20 = \$89.60	+ \$40	\$224.00 per insertion 5% off 3 = \$212.80 8% off 6 = \$206.08 10% off 12 = \$201.60 15% off 15 = \$190.40 20% off 20 = \$179.20	+ \$90	\$256.00 per insertion 5% off 3 = \$243.20 8% off 6 = \$235.52 10% off 12 = \$230.40 15% off 15 = \$217.60 20% off 20 = \$204.80	+ \$90
<b>Business Card</b> 3.9" w x 2" h		\$65 per insertion no frequency discounts	\$20	\$65 per insertion no frequency discounts	\$20	\$56 per insertion no frequency discounts	\$20	\$112 per insertion no frequency discounts	\$75	\$128 per insertion no frequency discounts	\$60
<b>Service Directory</b> 1.87" w x 2" h		\$32 per insertion Minimum: 8 insertions = \$256		\$32 per insertion Minimum: 8 insertions = \$256		\$25 per insertion Minimum: 8 insertions = \$200		\$50 per insertion Minimum: 8 insertions = \$400		\$60 per insertion Minimum: 8 insertions = \$480	
<b>Classified Ads (prepaid)</b> With "Boxhead"		\$1 a word add \$10		\$1 a word add \$10		\$1 a word add \$10		\$2 a word add \$20		\$3 a word add \$30	
<b>Preprinted inserts (prepaid)</b> Up to 4 pages, 8.5 x 11 inches Above 4 pages, ask for price		\$65 per 1,000		\$65 per 1,000		\$65 per 1,000		\$65 per 1,000		\$65 per 1,000	

Downtown Boston's three neighborhood newspapers.  
The ONLY newspapers exclusively serving these neighborhoods.

**ADVERTISING SPECIFICATIONS**

- We can design your ad or use your camera-ready copy.
- **Images:** 128 pixels/inch jpeg at maximum quality. **Text:** 600 dpi lineart.
- **Generic PDF** (crop document to ACTUAL ad size, with CMYK images, all fonts embedded, no spot or index colors, no profiles, no ink gain, password or security settings turned OFF).
- **Adobe InDesign** (with all fonts [Mac OS fonts ONLY] and art files)

**GENERAL INFORMATION**

- **Circulation Total** **30,000**
- **Readership Potential** **> 47,000** downtown residents and employees

	THE BACK BAY SUN	THE BEACON HILL TIMES	THE CHARLESTOWN PATRIOT-BRIDGE
Circulation	12,300 newspapers	9,000 newspapers	8,700 newspapers
Readership	~17,000	~14,000	~16,000
Delivery Method	Free Door-to-door News Stands 50 cents	Free Door-to-door and News Stands	Free Door-to-door News Stands 50 cents
Publication Day	Friday	Tuesday	Thursday
Display Ad Deadline	Friday before	Tuesday before	Wednesday before
Classified Ad Deadline	Monday before Must be prepaid	Wednesday before Must be prepaid	Wednesday before Must be prepaid
Service Directory Ad Deadline	Monday before Must be prepaid	Wednesday before Must be prepaid	Wednesday before Must be prepaid
Calendar/Event Listing Deadline	Friday before	Wednesday before	Thursday before
Size (not SAU)	Tabloid – 11" x 17" Five columns	Tabloid – 11" x 17" Five columns	Tabloid – 11" x 17" Five columns
Rate	\$16 a column inch	\$16 a column inch	\$14 a column inch

**OUR READERS**

Our readers have the highest incomes in Boston. (2000 Census Data)

Beacon Hill is first, Back Bay is second, Charlestown is third and the West End is fifth. Wondering which is fourth? West Roxbury, far from downtown.

	BACK BAY	BEACON HILL	WEST END	CHARLESTOWN
Population	16,681	9,061	4,622	15,195
Households	10,053	5,687	2,390	7,341
Median household income	\$64,325	\$67,198	\$52,336	\$56,110
% with income >\$100,000	33%	32%	26%	26.9%
% ages 25-44	46%	52%	45%	44.3%
% ages 45-64	19%	22%	23%	19.7%
% college graduates	81%	81%	58%	51.1%
% homeowners	31%	32%	28%	39.2%
Average home sales price*	\$824,070	\$729,692	\$392,000	\$486,764
Avg. price per square foot*	\$699	\$701	\$408	\$458

\*First quarter, 2006 (source: LINK)