

The Bay State's Premier Magazine for Families



Display Advertising

AD SIZES	12 x*	6-9 x*	3-5 x**	1 x
Full Page	\$920.	\$1050.	\$1120.	\$1400.
Junior Page	720.	800.	850.	1050.
1/2 Page	585.	650.	700.	875.
1/4 Page	380.	425.	465.	585.
1/8 Page	275.	300.	330.	420.
1/16 Page	180.	205.	240.	285.

Black & White Display Ads
Rates Effective October 1, 2006

Color

Spot Color.....Contract	\$75	1X.....	\$90.
Four-Color (Process).....Contract	\$270	1X.....	\$295.

*Within 12 months **Within 6 months

Party Pages

	SINGLE	DOUBLE
6 Months.....	\$70. per month	\$135. per month
12 Months.....	\$65. per month	\$125. per month

Advance payment required for all Party Pages.
One copy change per agreement.

Parent Pages

	SINGLE	DOUBLE
6 Months.....	\$60. per month	\$110. per month
12 Months.....	\$55. per month	\$105. per month

Advance payment required for all Parent Pages.
One copy change per agreement.

Classified

\$20. for first 20 words. 50¢ for each additional word.
Classified ads must be prepaid.

Ad Sizes

SIZE	WIDTH & HEIGHT (in inches)
Display	
Full Page (4 Col).....	10 X 12 1/8
Junior Page (3 Col).....	7 3/8 X 9 1/2
1/2H (4 Col).....	10 X 5 15/16
1/2V (2 Col).....	4 7/8 X 12 1/8
1/4H (4 Col).....	10 X 2 7/8
1/4V (2 Col).....	4 7/8 X 5 15/16
1/8H (2 Col).....	4 7/8 X 2 7/8
1/8V (1 Col).....	2 3/8 X 5 15/16
1/16H (2 Col).....	4 7/8 X 1 3/8
1/16V (1 Col).....	2 3/8 X 2 7/8

Party Pages

Single	2 X 2 1/2
Double (Horizontal).....	4 1/2 X 2 1/2
Double (Vertical).....	2 X 5 1/2

Parent Pages

Single.....	1 3/4 X 2
Double (Vertical).....	1 3/4 X 4 1/4

Our Mission

Bay State Parent is committed to providing Massachusetts with a peerless editorial product, one that delivers up-to-date information on issues and events that affect families today.

Distribution

Our free award-winning monthly publication reaches over 84,000 readers.

Guaranteed Placement

Guaranteed Placement ads must be 1/4 page minimum and are subject to availability.

- Inside Front.....Add 20%
- Inside Back.....Add 20%
- Center Spread.....2 Full Pages at Earned Frequency Rate
- All Special Placement (1/4 page minimum).....Add 15%
- Back Cover.....Add 25%

Mechanicals

- Live image area 10" X 12 1/8"
- Photos: 85-line screen
- 4-Color camera-ready film should be right-reading, emulsion down.

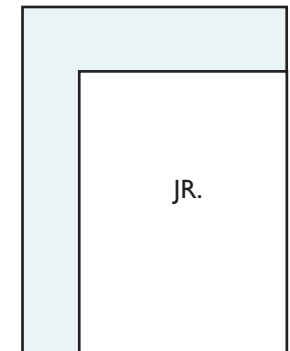
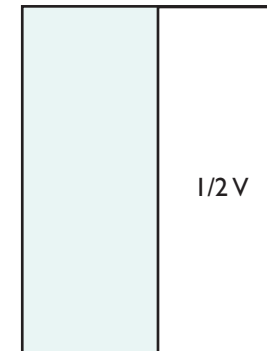
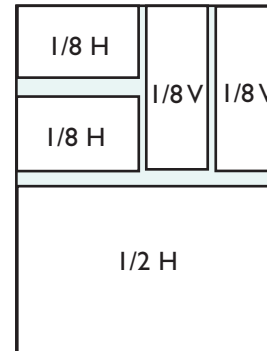
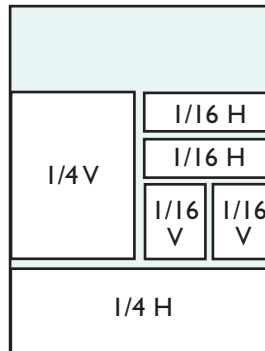


Inserts available upon request.

Ask about our annual Ultimate Guide to Field Trips & Assemblies or visit us at massfieldtrips.com

baystateparent

www.baystateparent.com



Cover photography by
Barnes Portrait Design

All display ads in Bay State Parent are automatically placed online at baystateparent.com (unless requested otherwise) and billed \$10 per month. Link to your web site included free.