

local rate card

10
free daily

b is a smart, fun and free daily conversation with young adult readers in and around Baltimore about their headlines, their neighborhoods, their friends, their hangouts and hang-ups, their opinions, their topics, their likes and dislikes, their music, their interests – a daily conversation about their lives that they can help direct, write, blog, inform and illustrate.

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b targets 580,000 young adults in the Baltimore area by giving them pop culture, news, sports and a place to be heard.

Net Rates

sizes	inches	weeks	1x per week	2x per week	3x per week	5x per week
full page	46	1	\$2,200	\$1,650	\$1,430	\$1,210
		6	\$1,760	\$1,320	\$1,145	\$970
		13	\$1,540	\$1,155	\$1,005	\$850
		26	\$1,320	\$990	\$860	\$730
		48	\$1,210	\$910	\$790	\$670
1/2 page	23	1	\$1,320	\$990	\$860	\$730
		6	\$1,060	\$795	\$690	\$585
		13	\$925	\$695	\$605	\$510
		26	\$795	\$595	\$515	\$440
		48	\$730	\$545	\$475	\$400
1/4 page	11.5	1	\$660	\$495	\$430	\$365
		6	\$530	\$400	\$345	\$290
		13	\$465	\$350	\$300	\$255
		26	\$400	\$300	\$260	\$220
		48	\$365	\$275	\$240	\$200
1/8 page	5.75	1	\$310	\$230	\$200	\$170
		6	\$245	\$185	\$160	\$135
		13	\$215	\$165	\$140	\$120
		26	\$185	\$140	\$120	\$105
		48	\$170	\$130	\$110	\$95
ad	4	13		\$70	\$60	
builder		26			\$65	\$55
		48			\$55	\$50

To receive 2x, 3x or 5x rates, the same ad must run in the same week.

color

Full.....\$325

Half.....\$165

Quarter....\$85

Eighth.....\$45

online, premium placement and front page notes

Ask your sales representative for available positions, dates and rates.

distribution

	Today	Sept. 2008
Daily Distribution	50,000	75,000
Distribution Points	2430	3630
Honor boxes	1000	1600
Retail Outlets	1400	2000
Samplers	30	30

Delivered Monday - Friday.

high traffic locations:

Lightrail locations ■ Metro stations ■ MARC stations
College Campuses ■ Bars ■ Restaurants ■ Gyms

Published Monday-Friday deadlines

5 days for specs and proof ads

3 days for proof releases with changes and final set copy

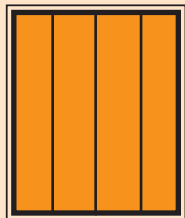
2 days for final (no chgs) copy and space reservations

electronic ad delivery

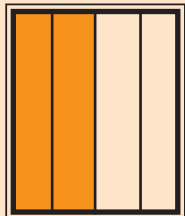
b offers customers the ability to send ads electronically through an Internet based web site. Visit our web site at <http://addesk.baltsun.com> or contact your sales representative.



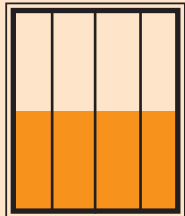
b better informed, call Amy Kowal at 410.494.2950 or your sales representative to reserve your space today.



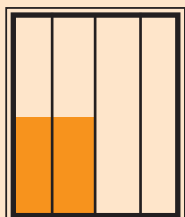
Full Page
Inches 9.6667" x 11.4722"



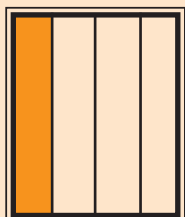
Half Page (V)
Inches 4.7708" x 11.4722"



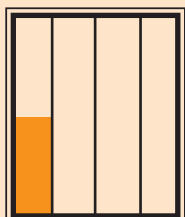
Half Page (H)
Inches 9.6667" x 5.7333"



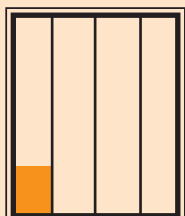
Quarter Page
Inches 4.7708" x 5.7333"



Quarter Page (V)
Inches 2.3229" x 11.4722"



1/8 Page
Inches 2.3229" x 5.7333"



ad builder
Inches 2.3229" x 2.8666"