
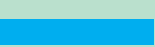





General Advertising Rate Book

 General ROP Rates
 Sunday Magazine
 Zoned Editions

The Boston Globe

Effective January 1, 2001

The Boston Globe

General Advertising Rate Book

Effective January 1, 2001

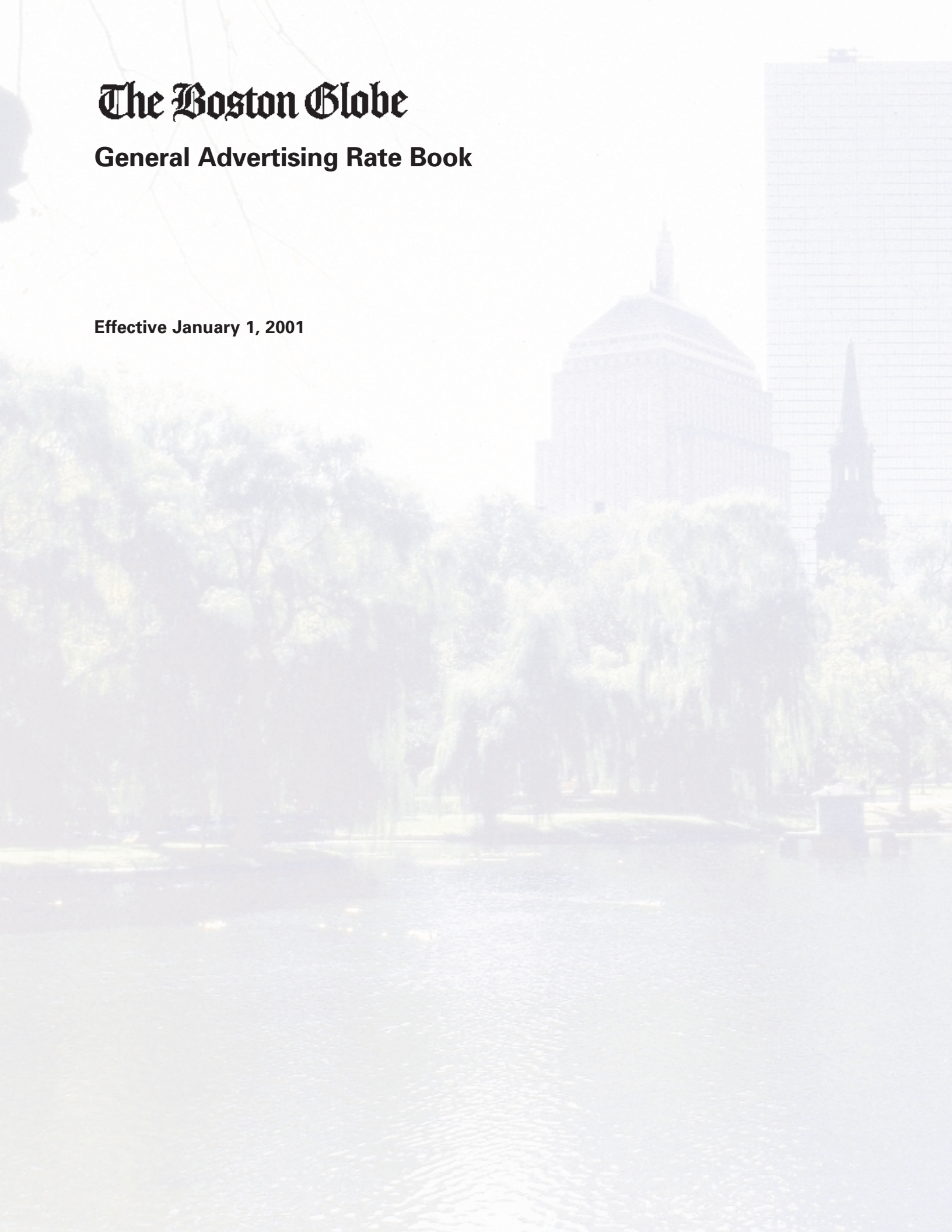


TABLE OF CONTENTS

Personnel	2
The Boston Globe	3
Circulation	3
■ ROP Rates	5
Umbrella Contract Levels	6
Preprints	9
Color Rates	11
ROP Mechanical Specifications	12
Color Ads	13
Black and White Ads	13
Ad Delivery	14
Closing Times	15
Special Classification Rates	16
Sunday Travel	16
Co-Op Advertising	18
Student Newslines	18
Books	19
Calendar	19
■ The Boston Globe Magazine	21
Magazine Advertising Rates	25
Advertising Rates for Special Features	27
Magazine Mechanical Specifications	30
Globe Magazine Deadlines	32
TV Week Magazine	34
Comics	36
■ Regional Editions	39
Regional Advertising Rates	43
Commissions and Terms of Payment	46
General Rate Policy	46
Mail Subscription Rates	48

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1-416-363-1388

The Powers Turner Group
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London, England SW1P 1JP
0171-630-9966
Fax: 0171-630-9922

Represented on the European Continent by several Publicitas Offices and in Mexico (Central America) by Towmar.

THE BOSTON GLOBE

Mailing Address P.O. Box 2378
Boston, MA 02107-2378

Delivery Address 135 Morrissey Blvd.
Boston, MA 02125
617-929-2200
Fax: 617-929-3481 or 617-929-2014

Member

- Audit Bureau of Circulation
- Advertising Checking Bureau
- Newspaper Association of America
- Competitive Media
- Parade Publications, Inc.

Information on this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS).

CIRCULATION

Member of A.B.C. Annual ABC audit report for 52 weeks ending March 26, 2000.

Daily - 469,878

Sunday - 726,830

Published Daily and Sunday. Information on the Boston market available from The 1999/2000 Gallup Poll of Media Usage & Consumer Behavior.

General Advertising Rate Card • Effective January 1, 2001





ROP Rates

ROP RATES

Boston Globe advertisers will have two contract options:

- Dollar-Volume Contract
- Frequency Contract

Please contact your Globe account executive for details.

DOLLAR-VOLUME UMBRELLA CONTRACT LEVELS						
NET ANNUAL SPENDING*	ROP RATES PER COLUMN INCH (GROSS)		COMBINATION RATES PER COLUMN INCH (GROSS)		EXTENDED VALUES**	
	SUNDAY	DAILY	FIRST DAILY REPEAT	2ND DAILY REPEAT	SUNDAY MAGAZINE, COMICS, TV WEEK, REGIONAL EDITIONS	PREPRINT DISCOUNT
Open	\$427.66	\$359.59	\$210.36	\$192.38	Open	0.0%
\$5,000	\$414.83	\$348.80	\$204.05	\$186.61	6-Time	3.0%
\$10,000	\$410.55	\$345.21	\$201.95	\$184.68	12-Time	3.0%
\$20,000	\$406.28	\$341.61	\$199.84	\$182.76	12-Time	5.0%
\$35,000	\$402.00	\$338.01	\$197.74	\$180.84	18-Time	5.0%
\$50,000	\$397.72	\$334.42	\$195.63	\$178.91	18-Time	5.0%
\$75,000	\$393.45	\$330.82	\$193.53	\$176.99	24-Time	6.0%
\$100,000	\$389.17	\$327.23	\$191.43	\$175.07	24-Time	6.0%
\$150,000	\$382.76	\$321.83	\$188.27	\$172.18	36-Time	7.5%
\$200,000	\$371.47	\$312.34	\$182.72	\$167.10	36-Time	7.5%
\$300,000	\$368.32	\$309.70	\$181.17	\$165.69	48-Time	10.0%
\$400,000	\$365.17	\$307.05	\$179.62	\$164.27	48-Time	10.0%
\$500,000	\$362.03	\$304.40	\$178.08	\$162.86	72-Time	12.5%
\$750,000	\$358.88	\$301.76	\$176.53	\$161.44	72-Time	12.5%
\$1,000,000	\$354.68	\$298.23	\$176.53	\$161.44	72-Time	15.0%
\$1,500,000	\$350.48	\$294.70	\$176.53	\$161.44	72-Time	15.0%
\$2,000,000	\$346.29	\$291.17	\$176.53	\$161.44	72-Time	17.5%
\$2,500,000	\$342.09	\$287.64	\$176.53	\$161.44	72-Time	17.5%
\$3,000,000	\$337.89	\$284.11	\$176.53	\$161.44	72-Time	20.0%

A signed umbrella contract is required to earn other than open rates.

All Globe spending (ie, ROP, combination ads, magazine, color, Sunday regional editions, etc.) is creditable towards a dollar-volume contract, except for Classified Help Wanted spending.

GSP spending (excluding postage) and boston.com net spending is creditable but not rebatable towards a dollar-volume contract.

* Net of all discounts, agency commission and adjustments, but before contract rebate.

**For rate tables, see:

Preprints: page 9

Comics: page 36

TV Week: page 34

Combination Rates

Combination rates are available within 6 days of 1st insertion and on insertion date (same day) excluding Sunday. No change in size or copy allowed at combination rates. No combination rates available on Thanksgiving or Christmas.

FREQUENCY UMBRELLA CONTRACT LEVELS

	ROP RATES PER COLUMN INCH (GROSS)		COMBINATION RATES PER COLUMN INCH (GROSS)		EXTENDED VALUES**	
ANNUAL INSERTION FREQUENCY*	SUNDAY	DAILY	FIRST DAILY REPEAT	2ND DAILY REPEAT	SUNDAY MAGAZINE, COMICS, TV WEEK, REGIONAL EDITIONS	PREPRINT DISCOUNT
Open	\$427.66	\$359.59	\$210.36	\$192.38	Open	0.0%
6 Times	\$414.83	\$348.80	\$204.05	\$186.61	6 Times	3.0%
12 Times	\$406.28	\$341.61	\$199.84	\$182.76	12 Times	5.0%
18 Times	\$397.72	\$334.42	\$195.63	\$178.91	18 Times	6.0%
4 Times	\$393.45	\$330.82	\$193.53	\$176.99	24 Times	6.0%
36 Times	\$389.17	\$327.23	\$191.43	\$175.07	36 Times	7.5%
48 Times	\$382.76	\$321.83	\$188.27	\$172.18	48 Times	7.5%
72 Times	\$368.32	\$309.70	\$181.17	\$165.69	72 Times	10.0%
96 Times	\$346.29	\$291.17	\$176.53	\$161.44	96 Times	10.0%

- Minimum size ROP advertisement for frequency contracts is 1 col. x ½ inch.
- Minimum size Sunday regional edition ad is four column inches.
- Contract must be signed to earn other than open rates.
- Multiple ROP insertions in one issue count as multiple insertions toward your contract.
- Multiple Sunday regional editions insertions in one issue count as multiple insertions toward your contract.
- Each preprint is creditable as one insertion under frequency contract.
- Multiple insertion classified ad within one week counts as one insertion under frequency umbrella contract.
- Classified Help Wanted insertions do not count towards Frequency Umbrella Contracts.

* Net of all discounts, agency commission and adjustments, but before contract rebate.

**For rate tables, see:

Preprints: Page 9

Comics: Page 36

TV Week: Page 34

Magazine: Page 25

Combination Rates

Combination rates are available within 6 days of 1st insertion and on insertion date (same day) excluding Sunday. No change in size or copy allowed at combination rates. No combination rates available on Thanksgiving or Christmas.

Rates for Special Ads or Designated Pages

Motion pictures • Movie theatres • Utilities • Books (see page 19)
Education • Communications • Political campaigns • e-commerce

Rates available upon request.

Private Nonprofit

25% discount off the Open General Rate and/or Combination Rates for Daily and/or Sunday ROP ads (does not include color premium) provided the I.R.S. has classified as a charity the organization or group, and its status as such has been formally approved by The Globe. No agency commission.

Standby Advertisements

Rate available upon request.

**Death Notices or
Public Notices Only**

Daily: \$352.93 per column inch
Sunday: \$419.74 per column inch
Minimum size ad 1 col. x 1 inch deep.
Maximum size ad 1 col. x 3½ inches deep.
No solid reverse, bold face type or screened copy.

No Advertising Allowed

Page 1 (Daily) • Comic Pages (Daily)
Editorial page • OP-Editorial Page

**Radio-TV Page Program
Listing Ads**

Daily: \$304.48 per col. inch
Sunday: \$362.02 per col. inch
Minimum size listing = ¼”
Each Bold Face line = ¼”
Four Bold Face lines = 1”

Guaranteed Positions

Full Run ROP

Page 2 & 3	Open	25%
	6 + weeks	20%
	13 + weeks	15%
	26 + weeks	10%

First Section	10%
Business Stock Island*	15%
1st New York Stock Exchange Page	10%
Any other guaranteed placement	5%

* 3 x 10 ½ ads only

Sunday Magazine

Back Cover	20%
Page 3	15%
Inside Back Cover	10%
Inside Front Cover (pg. 2)	10%
Table of Contents	10%
Dave Barry Column	10%
Crossword Puzzle	10%
Placement within 1st 10 pages of magazine	10%

Sunday TV Week

Back Cover	10%
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Sunday Real Estate Island	15%
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Premium allows advertiser to guarantee desired placement, subject to availability.
Premium applied to total B&W plus color charge.

Print & Deliver Rates

Print and Deliver packages are available for products distributed in The Globe only, or for total market coverage within a select geographical area. These solid advertising sections may be printed on regular (30 lb.) or upgraded (35-60 lb.) newsprint. Complete design and layout services are also available. Print and Deliver sections are creditable to contract, but not rebatable.

Online Service Rates

Boston Globe Electronic Publishing, a wholly owned subsidiary of The Globe, offers a unique set of online services through its Internet website, *boston.com*

Please contact your account executive or boston.com at 617-929-7900 for product offerings and related rates.

PREPRINT RATES							
TAB PAGES	OVER 700,000	500,000	400,000	300,000	200,000	100,000	MINIMUM 50,000
(up to) 2	\$62.84	\$64.43	\$65.90	\$67.71	\$69.19	\$70.78	\$72.22
4	\$66.50	\$68.18	\$69.75	\$71.66	\$73.22	\$74.91	\$76.44
6	\$70.43	\$72.21	\$73.87	\$75.90	\$77.55	\$79.33	\$80.94
8	\$74.35	\$76.22	\$77.98	\$80.13	\$81.87	\$83.75	\$85.47
12	\$85.61	\$87.78	\$89.79	\$92.26	\$94.27	\$96.44	\$98.40
16	\$89.27	\$91.54	\$93.63	\$96.20	\$98.30	\$100.56	\$102.62
20	\$92.94	\$95.29	\$97.49	\$100.15	\$102.34	\$104.70	\$106.84
24	\$97.13	\$99.59	\$101.88	\$104.68	\$106.95	\$109.41	\$111.65
28	\$100.80	\$103.35	\$105.71	\$108.61	\$110.99	\$113.54	\$115.86
32	\$103.15	\$105.77	\$108.18	\$111.15	\$113.59	\$116.19	\$118.57
36	\$105.78	\$108.45	\$110.94	\$113.97	\$116.47	\$119.14	\$121.57
40	\$108.12	\$110.87	\$113.41	\$116.52	\$119.06	\$121.80	\$124.27
44	\$110.74	\$113.55	\$116.15	\$119.33	\$121.94	\$124.75	\$127.30
48	\$113.36	\$116.23	\$118.90	\$122.17	\$124.83	\$127.70	\$130.31
52	\$116.50	\$119.45	\$122.20	\$125.55	\$128.29	\$131.24	\$133.91
56	\$119.12	\$122.14	\$124.94	\$128.37	\$131.16	\$134.19	\$136.92
60	\$121.74	\$124.82	\$127.69	\$131.19	\$134.05	\$137.13	\$139.94
64	\$124.09	\$127.24	\$130.16	\$133.72	\$136.64	\$139.78	\$142.64

Preprint advertising is both creditable and rebatable to Globe umbrella contracts. Preprint distribution is available Wednesday*, Thursday, and Sunday (except daily paper following a holiday). Please contact your account executive for distribution requests on other days. Number of copies needed to cover full circulation or selected zip clusters must be confirmed by The Globe.

**Limited Wednesday availability. Contact your account executive.*

Reservation Deadlines

Sunday: 16 days prior to run date.

Daily: 8 days prior to run date.

Holidays: Call for deadlines.

Reservations subject to space availability. Late reservations, if accepted, subject to \$500 surcharge.

Product Delivery Deadlines

Sunday: 10 days prior to run date

Daily: 6 days prior to run date

Holidays: Call for deadlines

Late delivery subject to \$500 surcharge.

Mechanical Specifications

Samples of the following types of preprints must be submitted in advance to The Globe for acceptance:

- Die-Cuts,
- Z Fold (glued),
- 55 squared inches or less,
- Advertorials and magazine.

Inserts less than 72 square inches will be converted to tab page equivalents.

Single sheet, minimum stock thickness 5/1000 of an inch (75#)

4-Page tab, minimum stock thickness 3/1000 of an inch (40#)

Maximum page size flat dimensions 11" wide x 12" deep

Minimum page size 5" x 8"

All sections MUST be labeled on page 1 as a "Supplement to", followed by The Boston Globe logo and the date. Publisher is not liable for printing or any other preprint costs due to incomplete distribution.

Preprint Shipping & Packaging Specifications

- Product must be brick-packed on 4-way entry skids, with as few lifts as possible, properly jogged in minimum turns of 4" to a maximum of 12". Individual lifts must not be tied or banded.
- Pallet dimensions are not to exceed 40" x 48".
- Pallet height is not to exceed 5½ feet (from floor to top)
- Pallet weight is not to exceed one ton (2,000 lbs.)
- Pallets must be topped with reinforced cardboard or a sturdy material to keep the tops flat and offer product protection (not to exceed pallet dimensions).
- Suitable binder sheets, cardboard, NOT waxed or coated, must be between layers to keep inserts flat (not to exceed pallet dimensions).
- Floor clearance from floor to bottom of pallet should be a minimum of 4½" to a maximum of 7".
- Pallets must be securely banded (minimum of 4 bands recommended). Banding must be tight, but not damaging. Pallet must be shrink-wrapped (with sturdy material) to prevent load shift.
- Put unstable products in telescoping cartons, load on pallets, band and shrink wrap.
- Must be OSHA-standard, anti-offset powder (slip agent) on all coated stock inserts.
- Each pallet **must** display a **sample** of the product therein on **two adjacent** sides. Also, each pallet **must** carry **two** pallet tags on **adjacent** sides with all the information listed below:

Name of newspaper: *Boston Globe*

Name of product:

Insert run date:

Total number of inserts shipped:

Number of inserts on skid:

Total skids in shipment:

Skid weight:

Printer and trucker name and phone number:

- Bills of lading must include the total number of skids and inserts.
- All shipments should be shipped **freight prepaid**.
- Shipments of preprints are made to more than one Globe plant. Please ensure that the proper quantities are delivered to the appropriate plant.

Shipping Addresses:

• Sunday Globe

22 Marymount Ave., Westwood, MA 02090
781-320-5840

• Daily Globe

135 Morrissey Blvd., Boston, MA 02125
617-929-2926

• Daily Globe

72 Salem Rd., Billerica, MA 01862
508-670-3621

Non-compliant deliveries subject to surcharge.

For inquiries on shipping and delivery, contact: Elaine Mooney, Preprint Manager,
Phone 617-929-2199 or Fax 617-929-2514.

Total Market Coverage (TMC) Program

Globe Direct, a total market coverage wrap, is distributed to 100% of households in its market. Call for preprint media kit detailing our targeted zip clusters program and TMC Program.
Phone 617-929-2199 or Fax: 617-929-2514

COLOR RATES

ROP Color Premiums

Spot Color*: 15% premium on Black & White charge
(Minimum premium: Fullrun - \$873)
(Maximum premium: Fullrun - \$4,570)

Multi-Color*: 20% premium on Black & White charge
(Minimum premium: Fullrun - \$1,248)
(Maximum premium: Fullrun - \$6,075)

**Limitations may exist on multi-color. Contact your account executive for availability.*

An ad with a nonstandard spot color requiring a combination of multiple ANPA standard inks will be billed at the multi-color rate. Color premiums are agency commissionable.

OTHER FEATURES

Special ROP Units

The Globe accepts various size ads recommended by NAA, as well as other size ads within our minimum depth requirements. See ROP Depth Requirements on page 12.

Split Runs

Minimum size advertisement acceptable: 20 column inches.
Ads must be same dimension.

Premium of 10% for two-way split: 15% premium for three-way split.

Special Services

Pub Set Key Numbers: The Globe will set key numbers in advertisements upon request, but does not make good for errors or omissions.

Box Number Advertisements:

- Service charge of \$200, non-commissionable.
- No advertising of an investment or financial nature accepted with a Globe box number.
- No Globe box number may be used when cash or check payments are being solicited.
- An additional charge will be made after the seventh day following insertion.

Special Days- Pages/Features

Monday: Technology & Innovation
Student Newslane

Tuesday: Health & Science

Wednesday: Food
Going Places (Travel Feature)
Biotechnology (Business Feature)

Thursday: Life at Home (full run or zoned)
Calendar Magazine (tabloid)
Technology & Innovation

Friday: Sports Plus
Music

Sunday:	Arts, Etc.	Lifestyles
	Books	Movies
	Business & Money	Travel
	Home & Garden	Regional Advertising
	Hobby	Style on Six

ROP MECHANICAL SPECIFICATIONS

ROP Mechanical Requirements

- Six columns to a page
- Width of one column 1.83 inches
- Depth of column 21 inches
- 126 column inches to a page
- 100 line screen

ROP Size Requirements

COLUMN WIDTHS <i>with 6 Points between columns</i>	
<u>NO. OF COLUMNS</u>	<u>INCHES WIDE</u>
1	1.83
2	3.79
3	5.75
4	7.708
5	9.667
6	11.625

Full column depth for preparation and billing is 21 inches.

ROP Depth Requirements

MINIMUM DEPTH REQUIREMENTS	
<u>NO. OF COLUMNS</u>	<u>INCHES DEEP</u>
1	0.50
2	2.00

Advertisements exceeding 18" in depth will be floated in the full depth, ie. 21", and charged for the full depth. The Globe will not place reading matter over advertisements greater than 18" deep.

ROP Double Truck

All double truck advertisements delivered as electronic files as specified on pg 14 unless prepared by The Globe.

<u>No. of Columns</u>	<u>Inches Wide</u>
13	24.125
11	20.328
9	16.547

A full depth 11 or 9 column double truck may be centered or flushed left or right. Short double trucks (less than 18" in depth) will be flushed to the right. Minimum depth for a double truck advertisement is 10.5".

Tabloid Specifications

These same specifications apply also to The Globe Calendar Magazine. Column width specifications for tabloids are exactly the same as for full size pages.

COLUMN WIDTHS <i>with 6 Points between columns</i>	
<u>NO. OF COLUMNS</u>	<u>INCHES WIDE</u>
1	1.83
2	3.79
3	5.75
4	7.708
5	9.667

Depth of full tabloid column for preparation is 11.625". Advertisements exceeding 9.5" in depth will be floated in the full depth, ie. 11.625", and charged for the full depth.

COLOR ADS

For optimal reproduction, ads should be sent by computer disks or on-line services. Disks must be MacIntosh formatted. First time color advertisers should send us materials in advance of the deadline so we may test the delivery process and the reproduction quality.

100 LINE SCREEN ROP COLOR TONE
REPRODUCTION GUIDELINES:

<u>HIGHLIGHTS</u>	<u>SHADOW</u>
Cyan - 0%	Cyan - 60%
Magenta - 0%	Magenta - 50%
Yellow - 0%	Yellow - 50%
Black - 0%	Black - 80%

Maximum ink density 230%-240%. Secondary color not to exceed 75%.

BLACK AND WHITE ADS

Press Gain

When producing halftones and screens (shades of black), allow for press gain (dot gain); in the highlight and shadow area, a 10-15% gain is realized and in the midtone range a 30-33% gain occurs. Based on 100% line screen: highlight = 5%; Quartertone = 18%; Midtone = 36%; Shadow = 80%.

Preferred Materials

- PDF (Portable Document File) complete ad via on-line service

Submitting Camera Material

- Hard Copy-Velox only
- 100 line screen
- Minimum 1200 dpi
- The density reading (Dmax) of veloxes should be 1.70 or higher
- The paper should be a minimum of Laser plus featuring wax holdout 60 pound paper, with minimum 1000 dpi.
- Ads should not be mounted on posterboard.
- The Boston Globe will no longer accept negatives for Black and White or Color ads.

To order a new Technical Guidelines contact your sales representative or call the Ad Processing Group at 617-929-7598. If you have further questions please feel free to call Irene Mauch 617-929-2193.

Ad DELIVERY

Electronic Transfer of Ads

If you will be sending complete display ads to the Boston Globe, there are some very efficient, easy to use systems available to Boston Globe advertisers. Whether you are a high volume advertiser or agency, or a smaller, less frequent advertiser, we have a system to meet your needs. Please contact the Remote Advertising Hotline at 617-929-2074 to discuss your options. We also provide training and support to Boston Globe advertisers.

** Some transmission charges may be applied.*

AP AdSEND

This service delivers your ads quickly and easily. There are no monthly fees or minimums. You just pay for what you send. The more you send, the greater your discount. Phone 1-800-2AD-SEND for more information or visit their website at www.adsend.com

** For Adobe Acrobat PDF ONLY*

AddIRECT.com

This system allows advertisers and advertising agencies to send ads electronically via the internet. This service is available through their website at www.addirect.com. To reach them directly, phone 1-800-499-0880 or e-mail them at support@addirect.com.

** For Adobe Acrobat PDF ONLY*

Disks

- Mac formatted only for Native application Quark documents or PDF files
- Zip • Jaz • CD • Syquest—(44, 88, or 200 mg) • Floppy disk
- We DO NOT accept other formats
- All disks must be labeled and accompanied by a disk worksheet.
- All disks must be accompanied by final proof
- Disk files can only be processed if all screen and printer fonts as well as all high resolution images are included. Embedded fonts in EPS must also be included.
- A complete Globe work order must accompany each file/ad.
- One ad per disk is preferred. If multiple ads, please label ads.

Please include contact name and a telephone number in case we have production questions.

For assistance or a disk worksheet, please call 617-929-7598.

Proofs

The Boston Globe prints with a C-M-Y-K process. This results in a significant color shift when converting a Pantone color to CMYK during the RIP stage of production. It is to your advantage to provide a color proof (your expectations) as a guide for processing your ad.

- A proof must accompany all disk ads
- If you need a color correct proof from The Globe, please make arrangements with your sales rep. (There is a 3 day lead period required for a 1st proof.)

CLOSING TIMES

ROP DEADLINES*							
DAY OF PUBLICATION	SPACE RESERVATION**		DESIGN WORK REQUIRED		ELECTRONIC DEADLINE		REMOTE AD
Monday ROP	4 p.m.	Friday	7 p.m.	Wednesday	Noon	Friday	Noon Friday
Technology & Innovations	Noon	Friday	7 p.m.	Wednesday	Noon	Friday	Noon Friday
Student Newslines	Noon	Friday	7 p.m.	Wednesday	Noon	Friday	Noon Friday
Tuesday ROP	4 p.m.	Friday	7 p.m.	Thursday	Noon	Monday	Noon Monday
Health & Science	Noon	Friday	7 p.m.	Thursday	Noon	Monday	Noon Monday
Wednesday ROP	4 p.m.	Monday	7 p.m.	Friday	Noon	Tuesday	Noon Tuesday
Biotechnology	Noon	Friday	7 p.m.	Friday	Noon	Tuesday	Noon Tuesday
Food	Noon	Friday	7 p.m.	Friday	Noon	Tuesday	Noon Tuesday
Thursday ROP	4 p.m.	Tuesday	5 p.m.	Monday	Noon	Wednesday	Noon Wednesday
Life at Home	5 p.m.	Monday	Noon	Monday	Noon	Tuesday	Noon Tuesday
West Weekday	5 p.m.	Monday	Noon	Monday	Noon	Tuesday	Noon Tuesday
Calendar	Noon	Friday	Noon	Monday	Noon	Tuesday	Noon Tuesday
Friday ROP	4 p.m.	Wednesday	7 p.m.	Tuesday	Noon	Thursday	Noon Thursday
Sports Plus	4 p.m.	Wednesday	7 p.m.	Tuesday	Noon	Thursday	Noon Thursday
Music	4 p.m.	Wednesday	7 p.m.	Tuesday	Noon	Thursday	Noon Thursday
Saturday ROP	4 p.m.	Thursday	7 p.m.	Wednesday	Noon	Friday	Noon Friday
Sunday ROP	10 a.m.	Thursday	Noon	Wednesday	Noon	Friday	Noon Friday
Business & Money,	10 a.m.	Thursday	Noon	Tuesday	Noon	Wednesday	Noon Wednesday
Sports, Arts, Etc., Books,	10 a.m.	Thursday	Noon	Tuesday	Noon	Wednesday	Noon Wednesday
Confidential Chat,	5 p.m.	Tuesday	Noon	Tuesday	Noon	Wednesday	Noon Wednesday
Hobby, Home and Garden,	5 p.m.	Tuesday	Noon	Tuesday	Noon	Wednesday	Noon Wednesday
Lifestyles, Movies, Travel	5 p.m.	Tuesday	Noon	Tuesday	Noon	Wednesday	Noon Wednesday
and Resort	5 p.m.	Tuesday	Noon	Tuesday	Noon	Wednesday	Noon Wednesday
Regional Editions	10 a.m.	Wednesday	5 p.m.	Tuesday	Noon	Thursday	Noon Thursday

*Deadlines subject to change during holiday weeks.

**No cancellations after space reservation deadline.

To see proofs: copy is due at The Globe 48 hours earlier than these release dates.

TV Week Magazine (Sunday) Deadline

Third Wednesday prior to publication. See page 34.

Sunday Magazine (Rotogravure)

Color and monotone space reservations due 6th Wednesday prior to publication. See page 32.

Sunday Comics/Spadea

Space reservation and wait order copy due the 5th Wednesday prior to Sunday publication date. Final release and/or camera-ready copy due the 4th Wednesday prior to Sunday publication date.

SPECIAL CLASSIFICATION RATES

Sunday Travel Page Rates

TRANSPORTATION, TRAVEL AGENTS, TOUR OPERATORS AND E-TRAVEL <i>Includes airlines, car rentals, cruise lines and railroads—per column inch</i>			
NET ANNUAL SPENDING	GROSS SUNDAY TRAVEL	GROSS 1ST DAILY REPEAT	GROSS 2ND DAILY REPEAT
Open	\$376.34	\$210.75	\$195.70
\$5,000	\$365.05	\$204.43	\$189.83
\$10,000	\$361.28	\$202.32	\$187.87
\$20,000	\$357.52	\$200.21	\$185.91
\$35,000	\$353.75	\$198.10	\$183.95
\$50,000	\$350.00	\$196.00	\$182.00
\$75,000	\$346.24	\$193.89	\$180.04
\$100,000	\$342.47	\$191.78	\$178.08
\$150,000	\$336.82	\$188.62	\$175.15
\$200,000	\$326.89	\$183.06	\$169.98
\$300,000	\$324.13	\$181.51	\$168.55
\$400,000	\$321.35	\$179.96	\$167.10
\$500,000	\$318.58	\$178.41	\$165.66
\$750,000	\$315.82	\$176.86	\$164.22
\$1,000,000	\$312.12	\$174.79	\$162.30
\$1,500,000	\$308.43	\$172.72	\$160.38
\$2,000,000	\$304.73	\$170.65	\$158.46

TRANSPORTATION, TRAVEL AGENTS, TOUR OPERATORS AND E-TRAVEL <i>Includes airlines, car rentals, cruise lines and railroads—per column inch</i>			
ANNUAL INSERTION FREQUENCY	GROSS SUNDAY TRAVEL	GROSS 1ST DAILY REPEAT	GROSS 2ND DAILY REPEAT
6 Sundays	\$361.28	\$202.32	\$187.87
12 Sundays	\$357.52	\$200.21	\$185.91
18 Sundays	\$353.75	\$198.10	\$183.95
24 Sundays	\$350.00	\$196.00	\$182.00
36 Sundays	\$346.24	\$193.89	\$180.04
48 Sundays	\$342.47	\$191.78	\$178.08

Minimum depth for a Travel ad is 1 column x ½ inch, with increments of ¼ inch allowed thereafter. Contract required to earn other than open rates. Multiple-insertion directory ad within one week counts as one insertion towards Travel Frequency contract. See Dollar Volume Umbrella Contract Levels on page 6 for extended values available on other Globe products.

Sunday Travel Page Rates

HOTELS, RESORTS AND TOURIST BOARDS <i>per column inch</i>			
NET ANNUAL SPENDING	GROSS SUNDAY TRAVEL	GROSS 1ST DAILY REPEAT	GROSS 2ND DAILY REPEAT
Open	\$299.37	\$212.55	\$194.59
\$5,000	\$290.38	\$206.17	\$188.75
\$10,000	\$287.39	\$204.05	\$186.80
\$20,000	\$284.40	\$201.92	\$184.86
\$35,000	\$276.18	\$196.09	\$179.52
\$50,000	\$273.25	\$194.01	\$177.61
\$75,000	\$270.31	\$191.92	\$175.70
\$100,000	\$267.37	\$189.84	\$173.79
\$150,000	\$262.96	\$186.71	\$170.93
\$200,000	\$260.03	\$184.62	\$169.02
\$300,000	\$257.82	\$183.05	\$167.59
\$400,000	\$255.62	\$181.49	\$166.15
\$500,000	\$253.41	\$179.92	\$164.72
\$750,000	\$251.21	\$178.36	\$163.29
\$1,000,000	\$248.27	\$176.27	\$161.38
\$1,500,000	\$245.34	\$174.19	\$159.47
\$2,000,000	\$242.40	\$172.10	\$157.56

HOTELS, RESORTS AND TOURIST BOARDS <i>per column inch</i>			
ANNUAL INSERTION FREQUENCY	GROSS SUNDAY TRAVEL	GROSS 1ST DAILY REPEAT	GROSS 2ND DAILY REPEAT
6 Sundays	\$287.39	\$204.05	\$186.80
12 Sundays	\$284.40	\$201.92	\$184.86
18 Sundays	\$276.18	\$196.09	\$179.52
24 Sundays	\$273.25	\$194.01	\$177.61
36 Sundays	\$270.31	\$191.92	\$175.70
48 Sundays	\$267.37	\$189.84	\$173.79

Minimum depth for a Travel ad is 1 column x ½ inch, with increments of ¼ inch allowed thereafter. Contract required to earn other than open rates. Multiple-insertion directory ad within one week counts as one insertion towards Travel Frequency contract. See Dollar Volume Umbrella Contract Levels on page 6 for extended values available on other Globe products.

CO-OP Advertising

The Co-op (CAP) Rate Plan

The CAP (Co-op Action Plan) rate applies to multi-signature (dealer listing) advertising placed by advertising agencies, dealer associations, or by a manufacturer/distributor/wholesaler. To qualify for the co-op rate, the following requirements must be met:

- Manufactured product(s) advertised must have a retail co-op program available in the Boston market.
- Local retailer(s) must be listed in the ad.
- All or part of the ad must be paid for with the local retailer's accrued advertising funds.
- No change in size or copy allowed at combination rates.
- Frequency contracts also available.
- Combination ads count toward fulfillment of dollar volume. Note: Classified, Help Wanted insertions do not count towards Frequency contract.

CO-OP / UTILITY RATES <i>per column inch</i>				
NET ANNUAL SPENDING	GROSS SUNDAY	GROSS DAILY	GROSS 1ST DAILY REPEAT	GROSS 2ND DAILY REPEAT
Open	\$369.37	\$310.58	\$181.69	\$166.16
\$5,000	\$358.29	\$301.26	\$176.24	\$161.17
\$10,000	\$354.60	\$298.16	\$174.42	\$159.51
\$20,000	\$350.90	\$295.05	\$172.60	\$157.85
\$35,000	\$347.21	\$291.94	\$170.79	\$156.19
\$50,000	\$343.52	\$288.84	\$168.97	\$154.53
\$75,000	\$339.82	\$285.73	\$167.15	\$152.87
\$100,000	\$336.13	\$282.63	\$165.34	\$151.21
\$150,000	\$330.59	\$277.97	\$162.61	\$148.71
\$200,000	\$326.89	\$274.86	\$160.79	\$147.05
\$300,000	\$324.12	\$272.53	\$159.43	\$145.80
\$400,000	\$321.35	\$270.20	\$158.07	\$144.56
\$500,000	\$318.58	\$267.87	\$156.71	\$143.31
\$750,000	\$315.81	\$265.54	\$155.34	\$142.07
\$1,000,000	\$312.12	\$262.44	\$146.55	\$134.02
\$1,500,000	\$308.42	\$259.33	\$146.55	\$134.02
\$2,000,000	\$304.73	\$256.23	\$146.55	\$134.02

Student Newslines

A special page devoted to news for 9-15 year olds. The Boston Globe's Student Newslines reaches the Boston youth market every Monday. It gives them a fresh look at what's going on in the world in a way that encourages them to actively participate and learn. Only one ad will be accepted on the page. The two acceptable sizes are 6 columns by 4 inches and 6 columns by 3 inches. This offers the advertiser an extremely effective way to capture the attention of teenagers (and their parents).

FREQUENCY GENERAL RATE <i>per column inch</i>		
	Open	\$206.00
\$1,000	or 6 times	\$195.00
\$5,000	or 12 times	\$185.00
\$20,000	or 18 times	\$175.00
\$50,000	or 24 times	\$165.00
\$100,000	or 36 times	\$155.00
\$200,000	or 48 times	\$145.00
\$400,000	or 72 times	\$135.00
\$750,000	or 96 times	\$125.00

Book Rates

OPEN RATE <i>per column inch</i>	
<u>DAILY</u>	<u>SUNDAY</u>
\$325.58	\$387.12

ANNUAL FREQUENCY PLAN <i>per column inch</i>		
<u>FREQUENCY</u>	<u>DAILY</u>	<u>SUNDAY</u>
4 times	\$315.81	\$375.50
8 times	\$306.34	\$364.23
12 times or more	\$297.16	\$353.31

Repeat Your ad

Repeat your Sunday Book Review ad or re-run a daily ad within 6 days of the first insertion at a significant discount: \$176.52 gross per column inch (Daily Repeat Rate)
(The Daily repeat ad will count towards the annual frequency contract plan)

Special Programs

Page Dominant Discount—10% discount off contract rates for any ad 70" or larger in size.

New Advertiser Programs

New book publisher advertisers (have not run in The Globe in past 12 months) will receive a 10% discount during their first 30 days activity in The Globe.

CALENDAR

- The Globe's weekly leisure-time guide.
- Published every Thursday - tabloid size.
- Regular General Thursday ROP rates apply.
- Deadline - Reservation Friday noon - Copy Release Friday 5:00 p.m.
- Combination with a Sunday or Daily is available within 6 days (same copy).
See Page 6 for combination rates and policies.
- For Restaurant Advertising rates in Calendar, contact your Account Executive.

Tabloid Specifications

Column width specifications for the Calendar magazine are exactly the same as for full size pages.

COLUMN WIDTHS <i>with 6 Points between columns</i>	
<u>NO. OF COLUMNS</u>	<u>INCHES WIDE</u>
1	1.83
2	3.79
3	5.75
4	7.708
5	9.667

Advertisements exceeding 12" in depth will be floated in the full depth, and charged for the full depth.





Sunday Magazine

TV Week • Comics

THE BOSTON GLOBE MAGAZINE

Magazine Editorial

Every Sunday The Boston Globe Magazine provides readers with a full general interest package, nationally recognized for its award-winning articles covering local, national, and international topics plus essays, humor, book excerpts, and short stories by America's best fiction writers. Readers keep current with the revitalized front section of The Boston Globe Magazine highlighting regular columns like Ideas, Mind and Body, At Work, and HomeStyle. Dave Barry, the hilarious, nationally syndicated columnist also is featured weekly, as well as our rotating consumer-friendly pieces on food, fashion and design. Monthly, readers find great interest in Cityscapes.

Audience Demographics*

An average issue of The Boston Globe Magazine reaches:

- 51% of all adults
- 53% of all men, 49% of all women
- 68% of all college graduates
- 70% of adults with household incomes of \$75,000+
- 66% of women with individual employment incomes of \$45,000+
- 63% of women in professional, executive, administrative or managerial occupations

Magazine Statistics**

- The highest coverage of affluent adults available in the Boston market.
- Second in the U.S. in Sunday newspaper magazine ad lineage.
- Circulation: 726,830
- Readership: 2,156,924
- Highest magazine circulation in the Boston market.
- Award-winning editorial
- Superior four-color reproduction
- Full bleed availability
- Bindery product capability, including: second cover gatefolds, centerfold gatefolds, centerfold inserts (printed by The Globe or furnished to The Globe), scent strips, post cards, reply envelopes.

**Source: 1999/2000 Gallup Poll of Media Usage and Consumer Behavior. Based on 5-PMSA area.*

***Sources: Sunday newspaper magazine lineage - Advertising Age, January 25, 1999; total circulation - ABC annual audit report for 52 weeks ending 3/26/00; total readership-1999 annual ABC audit and 1999/2000 Gallup Poll, based on DMA.*

Rate Policy

A signed dollar-volume or frequency contract entitles the advertiser to the following discount levels for the Sunday Magazine advertising:

CONTRACT LEVEL		MAGAZINE LEVEL
\$5,000	or 6 times	6 Times
\$10,000	or 12 times	12 Times
\$35,000	or 18 times	18 Times
\$75,000	or 24 times	24 Times
\$150,000	or 36 times	36 Times
\$300,000	or 48 times	48 Times
\$500,000	or 72 times	72 Times

Deadlines

- Final space reservation for all color and monotone must be made by the 6th Wednesday prior to publication.
- All wait-order copy requiring proofs due on the 5th Friday prior to publication.
- Final release for all color advertising due on the 4th Friday prior to publication.
- Final monotone release due on the 3rd Monday prior to publication.

Mechanical Requirements Printing Process: Heatset web offset printed on specialty grade calendered paper.

Photoengraving and reproduction processes can cause the dimensions of the advertisements as printed to be minimally smaller. (Advertisement billing is computed based on the dimensions of the copy actually submitted by the advertiser.)

Overtime and late penalty charges due to late submission of copy will be billed to advertiser.

Additional charges will be billed to the advertiser.

Additional production information is available upon request from The Boston Globe Display Advertising Department: 617-929-2534.

REPRODUCTION GUIDELINES

Input Scanning Resolution 100 Pixels per centimeter or 254 pixels per inch
Line screen = 133 lpi
Dot gain is 20%
Fine lettering, lines, serif and small type faces should be restricted to one color and are not acceptable in reverse copy.

Color Tone	SETTING	PRINTER SPECS
Maximum ink density weight		240% all four (CMYK) inks C = 60% M = 45% Y = 45% K = 90%
CMYK Values for neutral shadows		K = 20% only CMY = 0%
CMY values for highlights		CMY = 3% K = 0%

Black and White Shadow = 90% Highlight = 5%

AD DELIVERY

File Formats Accepted QuarkExpress application files with linked high resolution images. Images should be saved as 254 dpi CMYK Photoshop files. Photoshop image files must not exceed 240% total ink coverage in dark/solid (shadow) black areas. All fonts should be provided for EACH page.

Adobe Acrobat PDF files will be accepted with high resolution images incorporated.

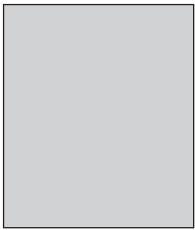
- Disks**
- Mac formatted only for Native application Quark documents or PDF files
 - Zip • Jaz • CD • Syquest—(44, 88, or 200 mg) • Floppy disk • Mac CD-R
 - We DO NOT accept other formats
 - All disks must be labeled
 - All disks must be accompanied by final proof
 - Disk files can only be processed if all screen and printer fonts as well as all high resolution images are included. Embedded fonts in EPS must also be included.
 - A complete Globe work order must accompany each file/ad.
 - One ad per disk is preferred. If multiple ads, please label ads.
- See page 14 for further Ad Delivery information.

*Please include contact name and a telephone number in case we have production questions.
For assistance or a disk worksheet, please call 617-929-7598.*

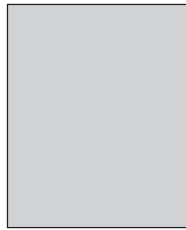
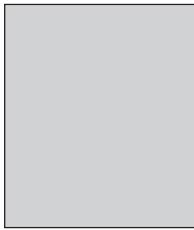
The Boston Globe Magazine

Acceptable sizes for non-bleed ads

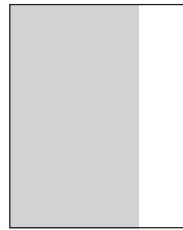
with column widths and depths expressed in inches for make-up preparation.
(Width X Depth)



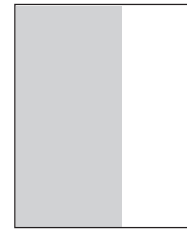
Facing Pages
18½" x 11"



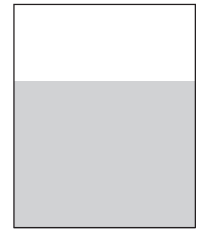
Full Page
9" x 11"



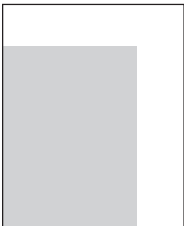
4/5 Page
7⅞" x 11"



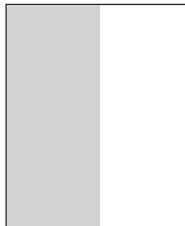
⅔ Vert.
5⅝" x 11"



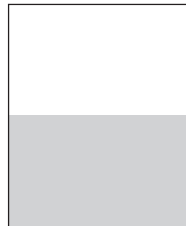
⅔ Horiz.
9" x 6¾"



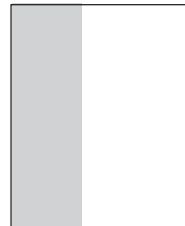
⅕ Junior
6⅝" x 9½"



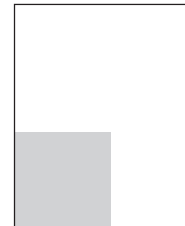
½ Vert.
4⅜" x 11"



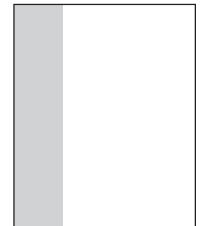
½ Horiz.
9" x 5½"



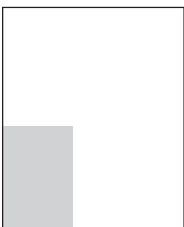
⅔ Vert.
3⅞" x 11"



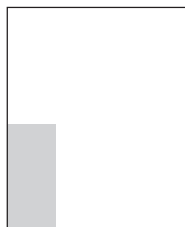
Square Third Page
5⅝" x 5½"



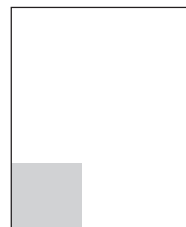
⅕ Vert.
1⅝" x 11"



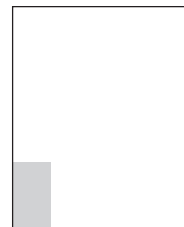
⅕ Horiz.
3⅞" x 5½"



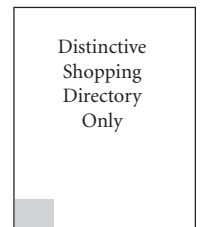
⅒ Vert.
1⅝" x 5½"



⅒ Horiz.
3⅞" x 2⅞"



⅒ Page
1⅝" x 2⅞"



Distinctive
Shopping
Directory
Only

⅒ Page
1⅝" x 1⅝"

Magazine General Advertising Rates

A signed Dollar-Volume or Frequency Contract is required to earn other than the Open Rates listed below. The following rates are gross rates and are commissionable to recognized agencies.

MONO/BLACK & WHITE									
GLOBE ADVERTISING CONTRACT LEVELS	OPEN RATE	6 TIMES	12 TIMES	18 TIMES	24 TIMES	36 TIMES	48 TIMES	72 TIMES	96 TIMES
Full Page	\$16,757	\$15,083	\$14,245	\$13,826	\$13,407	\$12,988	\$12,569	\$11,731	\$10,893
½ Page	\$13,936	\$12,542	\$11,846	\$11,497	\$11,149	\$10,800	\$10,452	\$9,755	\$9,058
⅓ Page	\$11,021	\$9,919	\$9,368	\$9,093	\$8,817	\$8,542	\$8,266	\$7,715	\$7,164
¼ Page	\$9,059	\$8,153	\$7,700	\$7,473	\$7,247	\$7,020	\$6,794	\$6,341	\$5,888
⅕ Page	\$7,317	\$6,585	\$6,219	\$6,036	\$5,853	\$5,671	\$5,488	\$5,122	\$4,756
Square ⅓ Pg	\$5,569	\$5,012	\$4,733	\$4,594	\$4,455	\$4,316	\$4,176	\$3,898	\$3,620
⅙ Page	\$3,749	\$3,374	\$3,187	\$3,093	\$2,999	\$2,905	\$2,812	\$2,624	\$2,437
⅛ Page	\$1,875	\$1,688	\$1,594	\$1,547	\$1,500	\$1,453	\$1,406	\$1,313	\$1,219
1/20 Page	\$939	\$845	\$798	\$775	\$751	\$728	\$704	\$657	\$611
1/40 Page*	\$480	\$432	\$408	\$396	\$384	\$372	\$360	\$336	\$312

B & W + 1 COLOR									
GLOBE ADVERTISING CONTRACT LEVELS	OPEN RATE	6 TIMES	12 TIMES	18 TIMES	24 TIMES	36 TIMES	48 TIMES	72 TIMES	96 TIMES
Full Page	\$21,786	\$19,607	\$18,518	\$17,973	\$17,429	\$16,884	\$16,339	\$15,250	\$14,161
½ Page	\$18,117	\$16,305	\$15,399	\$14,946	\$14,493	\$14,040	\$13,588	\$12,682	\$11,776
⅓ Page	\$14,328	\$12,895	\$12,179	\$11,820	\$11,462	\$11,104	\$10,746	\$10,029	\$9,313
¼ Page	\$11,776	\$10,599	\$10,010	\$9,715	\$9,421	\$9,127	\$8,832	\$8,243	\$7,655
⅕ Page	\$9,512	\$8,561	\$8,085	\$7,847	\$7,609	\$7,372	\$7,134	\$6,658	\$6,183
Square ⅓ Pg**	\$7,239	\$6,515	\$6,153	\$5,972	\$5,791	\$5,610	\$5,429	\$5,067	\$4,706
⅙ Page	\$4,874	\$4,386	\$4,143	\$4,021	\$3,899	\$3,777	\$3,656	\$3,411	\$3,168

4 COLOR									
GLOBE ADVERTISING CONTRACT LEVELS	OPEN RATE	6 TIMES	12 TIMES	18 TIMES	24 TIMES	36 TIMES	48 TIMES	72 TIMES	96 TIMES
Full Page	\$25,138	\$22,624	\$21,367	\$20,739	\$20,110	\$19,482	\$18,853	\$17,596	\$16,339
½ Page	\$20,904	\$18,814	\$17,768	\$17,246	\$16,723	\$16,201	\$15,678	\$14,633	\$13,588
⅓ Page	\$16,532	\$14,879	\$14,052	\$13,639	\$13,226	\$12,812	\$12,399	\$11,572	\$10,746
¼ Page	\$13,588	\$12,229	\$11,550	\$11,210	\$10,870	\$10,531	\$10,191	\$9,512	\$8,832
⅕ Page	\$10,975	\$9,878	\$9,329	\$9,055	\$8,780	\$8,506	\$8,231	\$7,683	\$7,134
Square ⅓ Pg**	\$8,353	\$7,518	\$7,100	\$6,891	\$6,682	\$6,474	\$6,265	\$5,847	\$5,429
⅙ Page	\$5,624	\$5,061	\$4,781	\$4,640	\$4,499	\$4,358	\$4,218	\$3,936	\$3,656

*Placement in Distinctive Shopping Directory ONLY

**Minimum size color advertisement is Square 1/3 Page (unless ads are part of a bannered section).

Multiple Page Discounts

For advertisers running multiple pages on the same Sunday in The Globe Magazine, the following additional discounts apply: 4-7 pages in a single issue: 20%
8 or more pages in a single issue: 25%

Premium Positions

Premium positions subject to availability and publisher's approval. Contact account executive for ad size availability.

Page 3: 15%

Back Cover: 20%

Inside Front: 10%

Inside Back: 10%

Table of Contents Page: 10%

Dave Barry Column: 10%

Crossword Puzzle Page: 10%

Placement within 1st 10 pages of Magazine: 10%

Combination Rates into ROP

A Magazine advertisement may repeat up to as many as two times within six days at your regular general combination rate.

- No change in copy allowed at combination rates.

Production Charges

The following production charges apply to Sunday Magazine ads.

Production charges for color ads separated by The Globe

Color proofs: \$160/proof

Color flashes over two (first 2 flashes free): \$50/flash

Color separations over four: \$143/each

Additional charges for extra work on supplied material: as incurred

Split run charge: 10%

ADVERTISING RATES FOR SPECIAL FEATURES

The Co-op (CAP) Rate Plan

The CAP rate applies to accounts who qualify under NACON guidelines, with acceptance by The Globe in each case.

AD SIZE	OPEN	6X	12X	18X	24X	36X	48X	72X	96X
Full Page	\$14,747	\$13,272	\$12,535	\$12,166	\$11,798	\$11,429	\$11,060	\$10,322	\$9,586
$\frac{1}{2}$ Page	\$12,264	\$11,038	\$10,424	\$10,118	\$9,811	\$9,505	\$9,198	\$8,585	\$7,971
$\frac{3}{8}$ Page	\$9,698	\$8,728	\$8,244	\$8,001	\$7,758	\$7,516	\$7,274	\$6,788	\$6,304
$\frac{1}{4}$ Page	\$7,972	\$7,175	\$6,777	\$6,577	\$6,378	\$6,179	\$5,978	\$5,580	\$5,181
$\frac{3}{16}$ Page	\$6,438	\$5,795	\$5,473	\$5,312	\$5,152	\$4,990	\$4,829	\$4,507	\$4,185
Square $\frac{1}{8}$ Pg.	\$4,900	\$4,410	\$4,165	\$4,043	\$3,920	\$3,798	\$3,675	\$3,430	\$3,185

Rates are commissionable to recognized agencies.

Contract is required to earn other than the Open Rate.

COLOR RATES

1-Color	30% premium on black and white charge.
4-Color	50% premium on black and white charge.

Shopping at Home

OPEN	6X	12X	18X	24X	36X	48X	72X	96X
\$286.08	\$257.47	\$243.16	\$228.86	\$214.56	\$200.25	\$193.11	\$193.11	\$193.11

Rates are commissionable to recognized agencies.

School, Camp and Adventure Guide

	PCI	DISCOUNT
Open Rate 1-8 Times	\$246.90	-
9-15 Times	\$222.21	10%
16-22 Times	\$217.27	12%
23-28 Times	\$209.86	15%
29-34 Times	\$197.52	20%

Rates are commissionable to recognized agencies.

Contact your camp representative at 617-929-CAMP or 617-929-7999 for more information.

Distinctive Shopping

Only $\frac{1}{20}$ and $\frac{1}{40}$ page size ads may be scheduled for the Distinctive Shopping Directory. Please note that all $\frac{1}{40}$ th page sized ads must be placed in the Directory.

AD SIZE	OPEN	6X	12X	18X	24X	36X	48X	72X	96X
$\frac{1}{20}$ page	\$939	\$845	\$798	\$775	\$751	\$728	\$704	\$657	\$611
$\frac{1}{40}$ page	\$480	\$432	\$408	\$396	\$384	\$372	\$360	\$336	\$312

Non-commissionable

Mail Order Directory

Published first Sunday of January, March, June, September, and November.
Ad size is 1 column x 2 inches.

PER INSERTION	
Open	\$409
2 Times	\$383
3 Times	\$369
4 Times	\$344
5 Times	\$318

Non-commissionable

Furnished Centerfold Inserts

MAGAZINE SIZE OR SMALLER		
Number of Pages	Full-Run Charge	Part-Run cpm
4 Pages or less	\$40,893	\$57.43
8 Pages	\$42,980	\$60.27
12 Pages	\$44,944	\$63.08
16 Pages	\$47,033	\$65.91
20 Pages	\$49,119	\$68.72
24 Pages	\$51,085	\$71.56

NOTE:

- 4 page furnished inserts will be accepted on 60 lb. or heavier stock only.
- Inserts and gatefolds earn credit toward Magazine contract fulfillment; no other discounts apply. Contract credit is based on the amount charged divided by the advertiser's present ROP contract column inch rate.
- Minimum distribution for centerfold inserts is 250,000.

MECHANICAL REQUIREMENTS FOR FURNISHED INSERTS

MINIMUM WEIGHTS*	NUMBER OF PAGES	
	MINIMUM	MAXIMUM
80 lb.-100 lb. stock	4	8
70 lb. stock	4	24
60 lb. stock	4	36
50 lb. stock	8	40
40 lb. stock	8	48

* Minimum weights are based on text stock 25" x 38" sheet size per industry standard.

SIZE:	LEFT PG. WIDTH (LOW FOLIO)	RIGHT PG. WIDTH (HIGH FOLIO)	2 PAGE WIDTH	DEPTH
Minimum:	5 ³ / ₈ "	5"	10 ³ / ₈ "	7"
Maximum:	10 ¹¹ / ₁₆ "	10 ⁵ / ₁₆ "	21"	11 ⁷ / ₈ "

Trim

All inserts will be positioned to the foot of the Magazine and will trim 3/16" at the foot. Full-width inserts (Boston Globe Magazine trimmed-page size) will trim 3/16" head (top) and foot (bottom) and also 1³/₁₆" low folio and ¹³/₁₆" high folio.

Low Folio Lap

Inserts smaller than The Boston Globe Magazine size must be folded with a minimum $\frac{3}{8}$ " low folio lap.

This will not be trimmed off in the final bound magazine.

Other Bindery Products

- Gatefolds
- Post Cards and Reply Envelopes
- Centerfold Scent-Strips
- Add-a-cards
- Inserts Printed by The Boston Globe

Please contact Tim Borton at 617-929-2534 for more information.

MAGAZINE MECHANICAL SPECIFICATIONS

MECHANICAL REQUIREMENTS		
AD SIZE	ORDER COL. WIDTH & DEPTH	MAKE UP DIMENSIONS
Facing Pages	10 x 11"	18½" x 11"
Full Page	5 x 11"	9" x 11"
⅓ Page	4 x 11"	7⅛" x 11"
⅓ Page Vertical	3 x 11"	5⅙" x 11"
⅓ Page Horizontal	5 x 6⅝"	9" x 6¼"
⅓ Junior Page	3½ x 9½"	6⅝" x 9½"
½ Page Vertical	2½ x 11"	4⅜" x 11"
½ Page Horizontal	5 x 5½"	9" x 5½"
⅔ Page Vertical	2 x 11"	3⅙" x 11"
Square Third Page	3 x 5½"	5⅙" x 5½"
⅓ Page Vertical	1 x 11"	1⅝" x 11"
⅓ Page Horizontal	2 x 5½"	3⅙" x 5½"
⅒ Page (½ Col.) Vertical	1 x 5½"	1⅝" x 5½"
⅒ Page (½ Col.) Horizontal	2 x 2.69"	3⅙" x 2⅙"
⅒ Page (¼ Col.)	1 x 2.69"	1⅝" x 2⅙"
⅒ Page (⅛ Col.)*	1 x 1.38"	1⅝" x 1⅜"

*Gutter type safety of 1/2" (1/4" per page) is required.

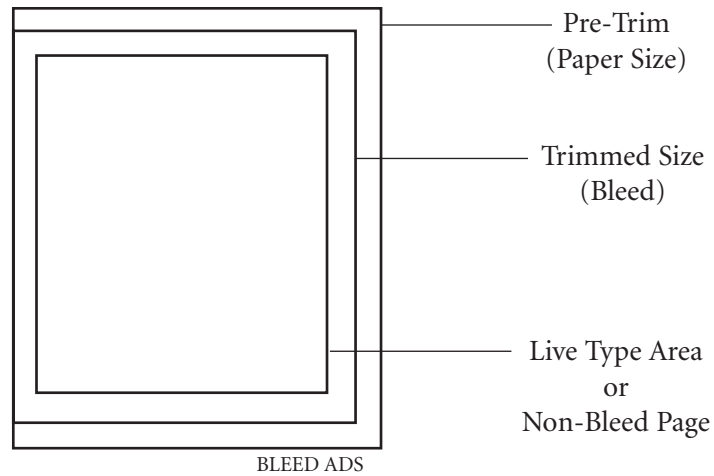
ACCEPTABLE SIZES FOR BLEED ADS				
with Column Widths and Depths Expressed in Inches for Make-Up Preparation (Width x Depth)				
UNIT SIZE	PRE-TRIM DIMENSIONS	TRIMMED SIZE	LIVE TYPE AREA	ORDERED SIZE**
Facing Pages*	19½" x 11¾"	19" x 11½"	18½" x 11"	10 x 11"
Full Page	9¾" x 11¾"	9½" x 11½"	9" x 11"	5 x 11"
⅓ Page	7⅝" x 11¾"	7⅝" x 11½"	7⅙" x 11"	4 x 11"
⅓ Page Vert.	5⅙" x 11¾"	5⅙" x 11½"	5⅙" x 11"	3 x 11"
⅓ Page Horiz.	9¾" x 7⅝"	9½" x 7"	9" x 6¾"	5 x 6¾"
½ Page Vert.	4⅞" x 11¾"	4⅞" x 11½"	4⅞" x 11"	2½ x 11"
½ Page Horiz.	9¾" x 5⅞"	9½" x 5¾"	9" x 5½"	5 x 5½"
⅔ Page Vert.	3⅙" x 11¾"	3⅙" x 5¾"	3⅙" x 11"	2 x 11"

*Gutter type safety of 1/2" (1/4" per page) is required.

**First number represents number of columns.

Images may bleed up to the fold. In the case of spreads, images may extend beyond the fold.

Type safety is 0.250" inside trim. Bleed spec is 0.125" beyond trim



NO BLEED PREMIUM CHARGES

GLOBE MAGAZINE DEADLINES

2001 Globe Magazine Deadline

	SPACE RESERVATION DUE DATE ¹ WEDNESDAY	W.O. COPY & FINAL COLOR RELEASE ² FRIDAY	FINAL MONOTONE RELEASE ³ MONDAY
January 7	Nov. 29	Dec. 8	Dec. 18
January 14 - <i>Weddings</i> *	Dec. 6	Dec. 15	Dec. 22 (Fri.)
January 21	Dec. 13	Dec. 22	Dec. 29 (Fri.)
January 28	Dec. 20	Dec. 29	Jan. 8
February 4	Dec. 27	Jan. 5	Jan. 12 (Fri.)
February 11	Jan. 3	Jan. 12	Jan. 22
February 18	Jan. 10	Jan. 19	Jan. 29
February 25 - <i>Your Home</i> *	Jan. 17	Jan. 26	Feb. 5
March 4	Jan. 24	Feb. 2	Feb. 12
March 11	Jan. 31	Feb. 9	Feb. 16 (Fri.)
March 18	Feb. 7	Feb. 16	Feb. 26
March 25	Feb. 14	Feb. 23	March 5
April 1	Feb. 21	March 2	March 12
April 8 - <i>Your Home & Garden</i> *	Feb. 28	March 9	March 19
April 15	March 7	March 16	March 26
April 22	March 14	March 23	April 2
April 29	March 21	March 30	April 9
May 6	March 28	April 6	April 16
May 13	April 4	April 13	April 23
May 20 - <i>Your Home</i> *	April 11	April 20	April 30
May 27	April 18	April 27	May 7
June 3	April 25	May 4	May 14
June 10	May 2	May 11	May 21
June 17	May 9	May 18	May 25 (Fri.)
June 24	May 16	May 25	June 4
July 1	May 23	June 1	June 11
July 8	May 30	June 8	June 18
July 15	June 6	June 15	June 25
July 22	June 13	June 22	July 2
July 29	June 20	June 29	July 9
August 5	June 27	July 6	July 16
August 12	July 3 (Tues.)	July 13	July 23
August 19	July 11	July 20	July 30
August 26	July 18	July 27	Aug. 6
Sept. 2	July 25	Aug. 3	Aug. 13
Sept. 9 - <i>Fall Fashion</i> *	Aug. 1	Aug. 10	Aug. 20
Sept. 16	Aug. 8	Aug. 17	Aug. 27
Sept. 23 - <i>Your Home</i> *	Aug. 15	Aug. 24	Aug. 31 (Fri.)
Sept. 30	Aug. 22	Aug. 31	Sept. 10

*Themed magazines: These are part of

The Boston Sunday Globe Magazine

(1) 6th Wednesday prior to publication

(2) 5th Friday prior to publication

(3) 3rd Monday prior to publication

**2001 Globe
Magazine Deadline**

	SPACE RESERVATION DUE DATE ¹ WEDNESDAY	W.O. COPY & FINAL COLOR RELEASE ² FRIDAY	FINAL MONOTONE RELEASE ³ MONDAY
October 7	Aug. 29	Sept. 7	Sept. 17
October 14	Sept. 5	Sept. 14	Sept. 24
October 21	Sept. 12	Sept. 21	Oct. 1
October 28	Sept. 19	Sept. 28	Oct. 5 (Fri.)
Nov. 4	Sept. 26	Oct. 5	Oct. 15
Nov. 11 - <i>Your Home/Holidays</i>	Oct. 3	Oct. 12	Oct. 22
Nov. 18	Oct. 10	Oct. 19	Oct. 29
Nov. 25	Oct. 17	Oct. 26	Nov. 5
December 2	Oct. 24	Nov. 2	Nov. 12
December 9	Oct. 31	Nov. 9	Nov. 19
December 16	Nov. 7	Nov. 16	Nov. 26
December 23	Nov. 14	Nov. 23	Dec. 3
December 30	Nov. 21	Nov. 30	Dec. 10

**Themed magazines: These are part of
The Boston Sunday Globe Magazine
(1) 6th Wednesday prior to publication
(2) 5th Friday prior to publication
(3) 3rd Monday prior to publication*

TV WEEK MAGAZINE

(Printed by Offset Process - 85 Line Screen)

SUNDAY TV WEEK MAGAZINE RATES									
AD SIZE	OPEN	6X	12X	18X	24X	36X	48X	72X	96X
Full	\$12,367	\$11,130	\$10,512	\$10,203	\$9,894	\$9,584	\$9,275	\$8,657	\$8,039
$\frac{3}{5}$ Pg	\$7,799	\$7,020	\$6,630	\$6,435	\$6,240	\$6,045	\$5,850	\$5,460	\$5,070
$\frac{1}{2}$ Pg	\$6,499	\$5,849	\$5,524	\$5,362	\$5,199	\$5,037	\$4,874	\$4,549	\$4,224
$\frac{9}{20}$ Pg	\$5,849	\$5,264	\$4,972	\$4,825	\$4,679	\$4,533	\$4,387	\$4,094	\$3,802
$\frac{2}{5}$ Pg	\$5,210	\$4,689	\$4,428	\$4,298	\$4,168	\$4,038	\$3,907	\$3,647	\$3,386
$\frac{3}{10}$ Pg	\$3,896	\$3,506	\$3,311	\$3,214	\$3,116	\$3,019	\$2,922	\$2,727	\$2,532
$\frac{1}{4}$ Pg	\$3,253	\$2,928	\$2,765	\$2,684	\$2,603	\$2,521	\$2,440	\$2,277	\$2,115
$\frac{1}{5}$ Pg	\$2,622	\$2,360	\$2,229	\$2,164	\$2,098	\$2,032	\$1,967	\$1,836	\$1,705
$\frac{1}{10}$ Pg	\$1,320	\$1,188	\$1,122	\$1,089	\$1,056	\$1,023	\$990	\$924	\$858
$\frac{1}{20}$ Pg	\$671	\$604	\$570	\$554	\$537	\$520	\$503	\$470	\$436

COLOR AVAILABLE

1 Color	15% of black & white charge (\$999 min.)
Multi-Color	20% of black & white charge (\$1,497 min.)

An umbrella contract is required to earn other than the open rate.
A TV Week advertisement may repeat in a daily paper within 6 days (same copy).
See Page 6 for combination rates.

SPECIFICATIONS FOR SUNDAY TV WEEK MAGAZINE

AD SIZE	AD ORDER SIZE COLS. x DEPTH	MAKE-UP DIMENSIONS
Full Page	5 x 10"	7 $\frac{3}{8}$ " w x 10" d
$\frac{3}{5}$ Pg. Vert.	3 x 10"	4 $\frac{5}{16}$ " w x 10" d
$\frac{1}{2}$ Pg. Horiz.	5 x 5"	7 $\frac{3}{8}$ " w x 4 $\frac{31}{32}$ " d
$\frac{9}{20}$ Pg.	3 x 7.5"	4 $\frac{5}{16}$ " w x 7 $\frac{15}{32}$ " d
$\frac{2}{5}$ Pg. Vert.	2 x 10"	2 $\frac{7}{8}$ " w x 10" d
$\frac{3}{10}$ Pg. Horiz.	3 x 5"	4 $\frac{5}{16}$ " w x 4 $\frac{31}{32}$ " d
$\frac{1}{4}$ Pg. Horiz.	5 x 2.5"	7 $\frac{3}{8}$ " w x 2 $\frac{15}{32}$ " d
$\frac{1}{5}$ Pg. Vert.	2 x 5"	2 $\frac{7}{8}$ " w x 4 $\frac{31}{32}$ " d
$\frac{1}{10}$ Pg. Horiz.	2 x 2.5"	2 $\frac{7}{8}$ " w x 2 $\frac{15}{32}$ " d
$\frac{1}{10}$ Pg. Vert.	1 x 5"	1 $\frac{3}{8}$ " w x 4 $\frac{31}{32}$ " d
$\frac{1}{20}$ Pg. Vert.	1 x 2.5"	1 $\frac{3}{8}$ " w x 2 $\frac{15}{32}$ " d

*The inch figures in this column are the SAU inch equivalents which are credited to the advertiser's ROP contract.

TV Week Deadlines*

Material:

Final Space Reservation and W.O. Copy
Final Release

*Some deadlines may change due to holidays.

Due:

Due 3rd Wednesday Prior to Sunday Publication
3rd Friday Noon Prior to Sunday Publication

Furnished TV Week Inserts & Outside Wraps

Full-Run Charge:

\$35,530 - based on two or four-page insert

Part-Run Charge:

\$49.78 CPM

Minimum distribution is 250,000.

Frequency Discounts:

6 inserts per year	5.0%
12 inserts per year	7.5%
18 inserts per year	10.0%

Discounts apply to both full and part run.

Specifications for TV Week Inserts

(Minimum paper stock required: 50 lb.)

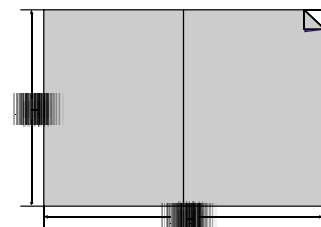
Maximum size for a two-page insert:

Untrimmed:	11½" w x 11⅞" d
Trimmed:	11¼" w x 10⅞" d



Maximum size for a four-page insert:

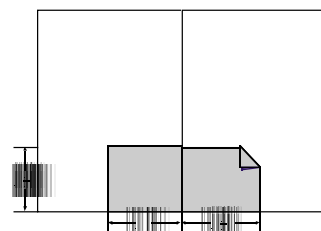
Untrimmed:	15¾" w x 11⅞" d
Trimmed:	15½" w x 10⅞" d



Minimum size:*

Untrimmed:	8¼" w x 3¾" d
Trimmed:	8¼" w x 3½" d

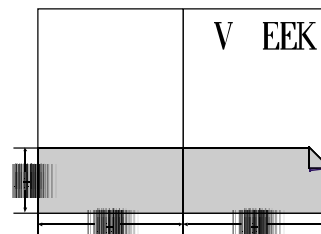
*Note: This size product would be an insert with folded dimensions of 4" w x 3½" d (left hand page) by 4¼" w x 3½" d (right hand page).



Specifications for TV Week Outside Wraps

(Minimum paper stock required: 70 lb.)

Sizes: Flat/Untrimmed:	16¼" w x 3¾" d
	(includes ¼" low folio)
Folded/Trimmed:	7¾" w x 3½" d



Print & Deliver TV Week Inserts & Outside Wraps

Call your account executive for rates and additional information.

Reservation & Delivery for TV Week Inserts & Outside Wraps

All reservations must conform with our regular TV Week deadlines (18 days in advance of publication). Subject to availability.

All inserts and wraps supplied by the customer must be delivered 16 days prior to the publication date to: Treasure Chest

1 Thompsons Road
Saugerties, NY 12477

COMICS

RATES - BLACK AND 3 COLORS		
AD SIZE	RATE	AD ORDER SIZE COLS. x DEPTH
Full Page	\$29,228	6 x 20"
¾ Page	\$22,798	6 x 15"
⅓ Page	\$20,462	6 x 13.25"
½ Page-Horiz	\$16,075	6 x 9.75"
⅓ Page	\$10,226	6 x 6.25"
¼ Page	\$8,765	6 x 4.25"
⅙ Page	\$5,848	6 x 3"

SPECIFICATIONS FOR SUNDAY COMIC SECTION		
AD SIZE	AD ORDER SIZE COLS. x DEPTH	MAKE-UP DIMENSIONS
Full Page	6 x 20"	12" w x 20" d
¾ Page	6 x 15"	12" w x 15" d
⅓ Page	6 x 13.25"	12" w x 13½" d
½ Page-Horiz	6 x 9.75"	12" w x 9⅝" d
⅓ Page	6 x 6.25"	12" w x 6¼" d
¼ Page	6 x 4.25"	12" w x 4¼" d
⅙ Page	6 x 3"	12" w x 3" d

SUNDAY COMIC FREQUENCY DISCOUNTS

# OF INSERTS	
<u>WITHIN ONE YEAR</u>	<u>DISCOUNT</u>
6	10.0%
12	15.0%
18	17.5%
24	20.0%
36	22.5%
48	25.0%
72	30.0%
96	35.0%

A color comic ad may repeat up to as many as two more times within 6 days (same copy).
Frequency discounts do not apply for gatefolds or part-run spadeas.

PRESS INSERTED SECTIONS AVAILABLE WITHIN COMICS*			
TAB PAGES	STANDARD PAGES	FULL RUN	PART RUN CPM**
4	2	\$50,596	\$67.46
8	4	\$81,458	\$108.65
12	6	\$110,524	\$147.37
16	8	\$136,807	\$182.41
20	10	\$161,122	\$214.83
24	12	\$181,885	\$242.50
28	14	\$200,547	\$267.40

*Based on full-color pages, adjustments will be made for black & white pages. Price based on press run of 825,000.

**Minimum distribution of 250,000

Spadea Wraps

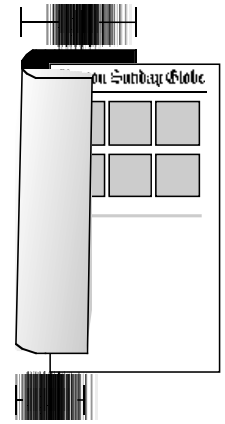
Spadea - two page standard product (12½ x 21) with a maximum image area of 12 x 20 wrapped around the outside fold of the comics "on press". No bindery operations are necessary. Spadea charge is based on two full pages at the advertiser's comic contract rate.

Part-run distribution is also available for spadea wraps at a Cost Per Thousand (CPM) charge of \$77.94. Minimum distribution 250,000.

Wrap: ¼" - ¾"

Front Coverage: ¾"

Back Coverage: 9¼"



Color Comic/ Spadea Deadlines

Material:

Space Reservation and Wait Order Copy
Final Release and/or camera ready copy

Due:

5th Wednesday prior to Sunday publication date
4th Wednesday prior to Sunday publication date

Gatefolds

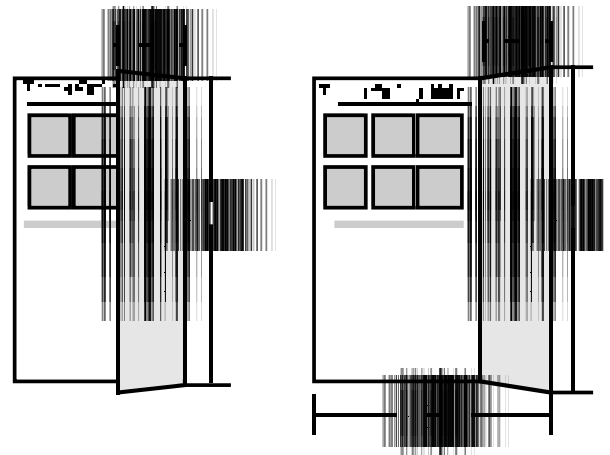
Gatefold: two half-page standard product (6¼" x 21") with a maximum image area of 5¾" x 20" - folded on the outside front of the comics "on press". No bindery operations are necessary. Gatefold edge must be perforated.

Rates: General Rate (gross)

- \$61.18 CPM
- \$45,884 Full Run

Full-run cost based on 825,000 press run. Rate includes black and 3 colors. Minimum distribution 250,000.

No frequency discounts.







Regional Editions

THE BOSTON GLOBE REGIONAL ADVERTISING

City 135 Morrissey Blvd., Boston, MA 02125
617-929-2100
Peter Ockerbloom, Manager, 617-929-2123
Fax; 617-929-3481

North 500 West Cummings Park, Suite 1850, Woburn, MA 01801
617-929-7770
Chris Hobin, Manager, 617-929-8740
Fax; 617-929-8755

NorthWest 500 West Cummings Park, Suite 1850, Woburn, MA 01801
617-929-7770
Chris Hobin, Manager, 617-929-8740
Fax; 617-929-8755

GlobeWest 111 Speen Street, Framingham, MA 01701
508-820-4203
Cindy Boyd, Manager, 508-820-4257
Fax; 508-820-4258

South 1165 Washington Street, Hanover, MA 02339
781-826-1000
Michael J. Sullivan, Manager, 781-826-1088
Fax; 781-826-1021

New Hampshire 1650 Elm Street, Manchester, NH 03101-1208
603-644-3900
Chris Hobin, Manager, 617-929-8740
Fax; 603-644-3941

No advertising on Page 1 of the Regional Editions.

ROP Depth Requirements

COLUMN WIDTHS	
NO. OF COLUMNS	INCHES DEEP
1	4
2	2

Advertisements exceeding 18 inches in depth will be floated in the full depth, ie, 21 inches and charged for the full depth. The Globe will not place reading matter over advertisements greater than 18 inches deep.

Black & White Deadline

Day of Publication: Sunday Thursday
Space Reservation*: 10 a.m. Wednesday 5 p.m. Monday
Electronic Deadline: 12 Noon Thursday 12 Noon Tuesday

To see proofs - copy is due at The Globe 48 hours earlier than these release deadlines.

**No cancellations after space reservation deadline. Certain holiday periods during the calendar year may result in earlier deadlines. Consult your Globe representative.*

Color Deadlines

ROP Color Deadlines (Globe produced separations):
Reservation Date: 7 days in advance of publication date
Copy and Artwork: 7 days in advance of publication date

Camera Ready, Computer Disks or On-Line Services:
5 days in advance of publication date

Specifications for ROP Color:

All spot color and multi-color advertisements should be prepared in the same dimensions as an ROP black & white advertisement. See Mechanical Specifications Section page 12.

Color Rates/Premiums

Spot Color: 15% premium on Black & White charge
(Minimum premium: Fullrun - \$173)

Multi-Color*: 20% premium on Black & White charge
(Minimum premium: Fullrun - \$239)

An ad with a nonstandard spot color, requiring a combination of multiple ANPA standard inks, will be billed at the applicable multi-color rate.

**Limitations may exist on multi-color. Contact your Globe representative for availability.*

Group Combination Rates

Combination Rates (discount off of total ad cost, including any premium charges):

Any 2 Zones: 12.5%

Any 3+ Zones: 15.0%

No change in ad size or copy allowed.

Multi-zone combination rates apply only to full zone combinations, not A/B combinations.

Fullrun Carryovers

Any zone ad running with minimum combined circulation of 400,000 may repeat up to six times in any fullrun daily section, within 6 days, at advertiser's contract carryover rate.

Zone ad may repeat once in any of the following fullrun daily sections, within 6 days, at advertiser's contract carryover rate:

Monday: Technology & Innovation

Tuesday: Health & Science

Wednesday: Food

Thursday: Life at Home, Calendar, Technology & Innovation

Saturday: Any Section

Special Advertising Features

2001			
ADVERTISING FEATURE	PUBLICATION DATE	RESERVATION DEADLINE	EDITIONS
Bridal	January 7	January 2	All Regions
Health, Hospitals and Fitness	January 21	January 16	North, NorthWest, City, South, West
All Around the Home	March 11	March 6	All Regions
Health & Hospitals	March 18	March 12	All Regions
Home & Garden	April 15	April 10	All Regions
Over 55	May 13	May 8	All Regions
Health, Hospitals and Fitness	May 27	May 22	North, NorthWest, City, South, West
Education	July 29	July 24	New Hampshire
Home Design	September 9	September 4	All Regions
Health & Hospitals	September 16	September 11	All Regions
Fall Fix-Up & Home Furnishings	September 30	September 25	All Regions
Holiday Gift Ideas	November 18	November 13	All Regions
Great Gift Giving Ideas*	December 2	November 27	All Regions

Dates are subject to change. Please call to confirm.

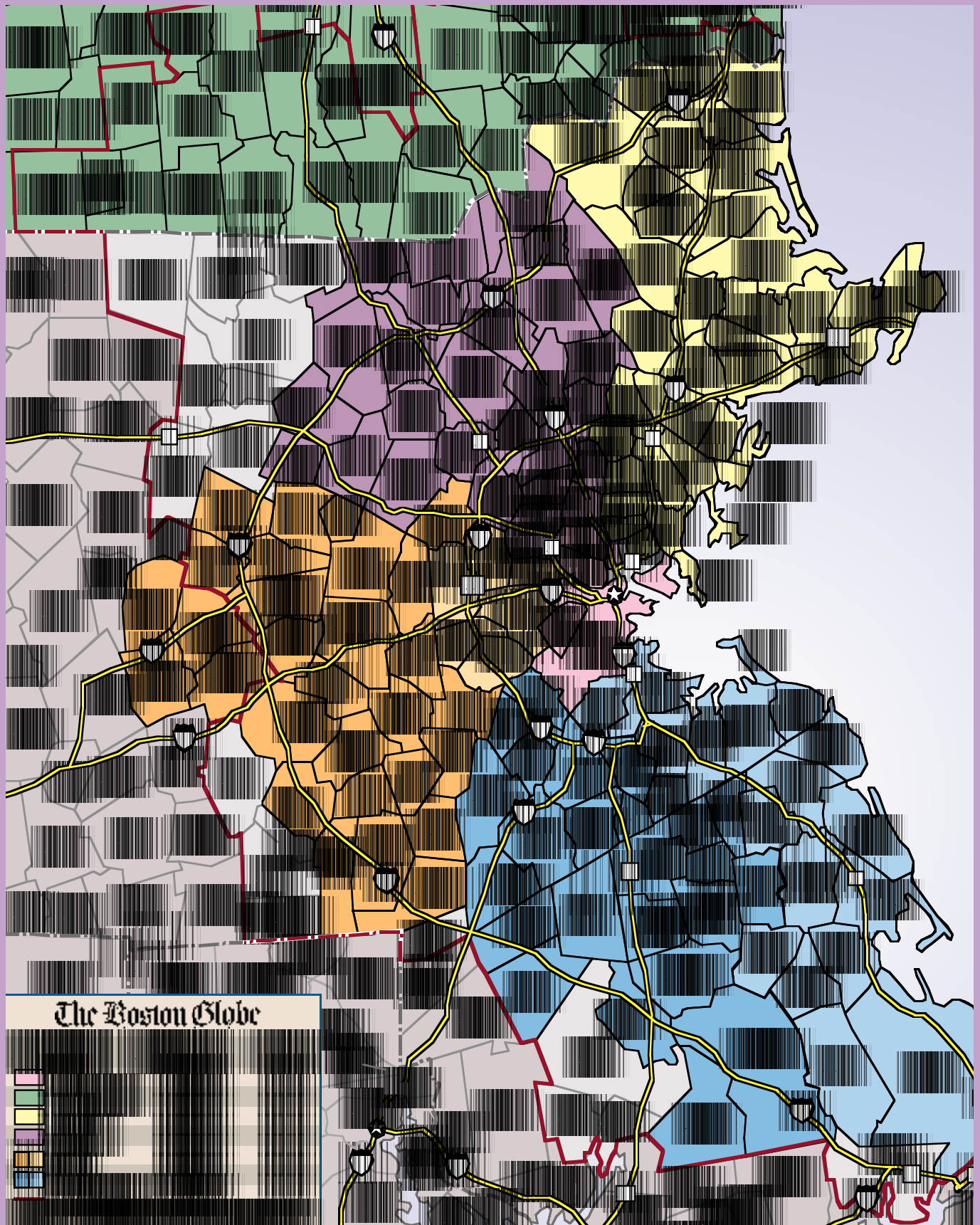
** Bannered advertising section.*

NH Weekly Classified

Call 1-800-642-1018; Tuesday, 9:00 - 5:00 and Wednesday, 9:00-12:30

For only \$1.95 a line, you can buy, hire, lease, repair, supply, or loan just about anything in New Hampshire.

REGIONAL WEEKLIES



REGIONAL ADVERTISING RATES

SUNDAY GENERAL REGIONAL ADVERTISING RATES (GROSS)

GLOBE UMBRELLA CONTRACT LEVELS	CITY	NORTH	NORTH WEST	WEST FULL	WEST A/B	SOUTH FULL	SOUTH A/B	NEW HAMPSHIRE
Net Spending Open	\$71.54	\$69.21	\$66.99	\$64.27	\$51.41	\$82.27	\$49.00	\$34.58
\$5,000 or 6 Times	\$64.39	\$62.29	\$60.29	\$57.84	\$46.26	\$74.04	\$44.10	\$31.12
\$10,000 or 12 Times	\$60.81	\$58.83	\$56.94	\$54.63	\$43.69	\$69.93	\$41.65	\$29.39
\$35,000 or 18 Times	\$59.02	\$57.10	\$55.27	\$53.02	\$42.42	\$67.87	\$40.43	\$28.53
\$75,000 or 24 Times	\$57.23	\$55.37	\$53.59	\$51.41	\$41.12	\$65.81	\$39.20	\$27.66
\$150,000 or 36 Times	\$55.44	\$53.64	\$51.92	\$49.81	\$39.83	\$63.76	\$37.98	\$26.80
\$300,000 or 48 Times	\$53.65	\$51.91	\$50.24	\$48.20	\$38.56	\$61.70	\$36.75	\$25.93
\$500,000 or 72 Times	\$50.08	\$48.45	\$46.89	\$44.99	\$35.98	\$57.59	\$34.30	\$24.20
\$750,000 or 96 Times	\$46.50	\$44.98	\$43.54	\$41.77	\$33.42	\$53.47	\$31.85	\$22.48

THURSDAY GENERAL REGIONAL ADVERTISING RATES (GROSS)

GLOBE UMBRELLA CONTRACT LEVELS	CITY	NORTH	NORTH WEST	WEST FULL	WEST A/B	SOUTH FULL	SOUTH A/B
Net Spending Open	\$49.44	\$40.19	\$43.64	\$42.12	\$33.70	\$51.53	\$41.22
\$5,000 or 6 Times	\$44.47	\$36.16	\$39.31	\$37.93	\$30.34	\$46.40	\$37.12
\$10,000 or 12 Times	\$41.99	\$34.14	\$37.10	\$35.80	\$28.64	\$43.76	\$35.01
\$35,000 or 18 Times	\$40.75	\$33.17	\$36.00	\$34.77	\$27.82	\$41.57	\$33.26
\$75,000 or 24 Times	\$39.50	\$32.13	\$34.90	\$33.74	\$26.99	\$39.49	\$31.59
\$150,000 or 36 Times	\$38.26	\$31.15	\$33.87	\$32.64	\$26.11	\$37.52	\$30.02
\$300,000 or 48 Times	\$37.02	\$30.11	\$32.77	\$31.61	\$25.29	\$35.64	\$28.51
\$500,000 or 72 Times	\$34.62	\$28.09	\$30.56	\$29.48	\$23.58	\$33.86	\$27.09
\$750,000 or 96 Times	\$32.13	\$26.07	\$28.36	\$27.42	\$21.94	\$32.17	\$25.74

REGIONAL ADVERTISING COMBINATION RATES — AVAILABLE ON THURSDAYS

GLOBE UMBRELLA CONTRACT LEVELS	CITY	NORTH	NORTH WEST	WEST FULL	WEST A/B	SOUTH FULL	SOUTH A/B
Net Spending Open	\$34.61	\$28.13	\$30.55	\$29.48	\$23.59	\$36.07	\$28.86
\$5,000 or 6 Times	\$31.13	\$25.31	\$27.52	\$26.55	\$21.24	\$32.48	\$25.98
\$10,000 or 12 Times	\$29.39	\$23.90	\$25.97	\$25.06	\$20.05	\$30.63	\$24.51
\$35,000 or 18 Times	\$28.53	\$23.22	\$25.20	\$24.34	\$19.47	\$29.10	\$23.28
\$75,000 or 24 Times	\$27.65	\$22.49	\$24.43	\$23.62	\$18.89	\$27.64	\$22.11
\$150,000 or 36 Times	\$26.78	\$21.81	\$23.71	\$22.85	\$18.28	\$26.26	\$21.01
\$300,000 or 48 Times	\$25.91	\$21.08	\$22.94	\$22.13	\$17.70	\$24.95	\$19.96
\$500,000 or 72 Times	\$24.23	\$19.66	\$21.39	\$20.64	\$16.51	\$23.70	\$18.96
\$750,000 or 96 Times	\$22.49	\$18.25	\$19.85	\$19.19	\$15.36	\$22.52	\$18.02

Please Note:

- Daily zoned display advertising will run in Life At Home on Thursdays in all regions except West.
- Daily zoned display advertising in the West region will run in GlobeWest, featuring local news coverage.
- Zoned Combination Rates are available as repeats of Sunday Zoned sections.

Boston Sunday Globe Coverage

EDITION	TOTAL ADULTS	MEDIAN AGE	MEDIAN HH INCOME	NUMBER OF READERS	PERCENT COVERAGE
City Edition	589,000	37.2	\$45,850	328,700	56%
North Edition	674,700	44.5	\$48,787	376,500	56%
Northwest Edition	551,500	40.6	\$63,863	310,000	56%
South Edition	703,300	44.6	\$57,874	323,900	46%
South "A"	327,800	45.7	\$60,773	164,300	50%
South "B"	375,500	43.8	\$54,655	159,600	43%
Globe West	555,100	42.7	\$67,369	319,600	58%
New Hampshire	745,500	41.6	\$51,789	134,700	18%

Source: 1999/00 Gallup Poll of Media Usage & Consumer Behavior

2000 Boston Sunday Globe Circulation

EDITION	HOUSEHOLDS	CIRCULATION	% HH PENETRATION
City Edition	312,550	117,177	38%
North Edition	302,761	113,579	38%
Northwest Edition	303,569	123,945	41%
South Edition	344,036	129,815	38%
South "A"	160,499	64,524	40%
South "B"	183,537	65,291	36%
Globe West	263,444	126,347	48%
New Hampshire	383,045	43,439	11%

Sources: 2000 Claritas, ABC annual audit ending 3/99.

Boston Daily Globe Coverage

EDITION	TOTAL ADULTS	MEDIAN AGE	MEDIAN HH INCOME	NUMBER OF READERS	PERCENT COVERAGE
City Edition	589,000	37.2	\$45,850	240,600	41%
North Edition	674,700	44.5	\$48,787	231,600	34%
Northwest Edition	551,500	40.6	\$63,863	214,000	39%
South Edition	703,300	44.6	\$57,874	215,000	31%
South "A"	327,800	45.7	\$60,773	98,600	30%
South "B"	375,500	43.8	\$54,655	116,400	31%
Globe West	555,100	42.7	\$67,369	219,900	40%
New Hampshire*	745,500	41.6	\$51,789	68,800	9%

Source: 1999/00 Gallup Poll of Media Usage & Consumer Behavior *No daily zoning at this time.

2000 Boston Daily Globe Circulation

EDITION	HOUSEHOLDS	CIRCULATION	% HH PENETRATION
City Edition	312,550	93,973	31%
North Edition	302,761	65,935	22%
Northwest Edition	303,569	82,069	27%
South Edition	344,036	76,025	22%
South "A"	160,499	35,869	22%
South "B"	183,537	40,156	22%
Globe West	263,444	87,406	33%
New Hampshire	383,045	24,473	6%

Source: 2000 Claritas; ABC Audit 3/99

**New Daily Zoned
Advertising
Opportunities**

The Boston Globe is introducing a number of exciting new sections that allow our advertisers to target their messages on Thursday as well as Sunday. Your Globe representative can explain our array of Thursday regional zoned sections, including coverage area, readership, and rates.

COMMISSIONS AND TERMS OF PAYMENT

No cash discounts.

General rates are commissionable to recognized advertising agencies at 15%.

All invoices are payable in full upon receipt unless a credit account has been established. Credit approved accounts are payable 30 days from bill date.

Any billing disputes must be reported to The Globe within 30 days of the original notice.

Insertion orders containing disclaimers are not accepted. Agencies are responsible for payment of invoices for advertising they place on behalf of their clients.

The Boston Globe accepts the following credit cards:



All advertisements from outside of the United States must be paid in U.S. funds. Check by Phone: By providing the bank routing number and account number, funds can be electronically transferred from a checking account to pay for an advertisement.

GENERAL RATE POLICY

The General rate applies to advertising copy at the discretion of the Publisher. The Publisher reserves the right to adjust rates upon 30 days' written notice.

In order to earn dollar-volume contract or frequency discounts, the advertiser must sign a contract in advance. A contract is required to earn other than the Open Rate. At the expiration of the contract, there will be a review to determine whether the terms of the contract were fulfilled. Contracts not fulfilled within a 12-month period will receive a short rate billing, or a rebate will be given if a lower rate is earned.

All advertising will be charged by computer generated line count where applicable.

All ROP advertisements will be rated at the same contract level in each type or class of general classified advertising.

Globe Magazine advertising will count toward fulfillment of dollar-volume or frequency contracts.

All political advertisements require pre-payment.

Contract and Copy Regulations

The Globe reserves the right to revise copy containing phrases objectionable to it or to reject in its sole discretion any advertisement whether on account of its text, illustrations, artwork, extra-large type size or otherwise.

The Globe reserves the right to determine correctly the advertising rate classification for an advertisement.

The Globe reserves the copyright in all advertisements prepared and produced by it and the advertiser purchases only the space.

No advertisement of less than one inch will be accepted with a border.

Orders or signed contracts received by The Globe with rates which do not agree with this rate card will be returned to sender.

Advertisement billing is computed based on the dimensions of the copy actually submitted by the advertiser.

Photoengraving and reproduction processes can cause the dimensions of the advertisements as printed to be minimally smaller.

The Globe reserves the right to suspend contract rates if the advertiser's account is delinquent.

Advertisements soliciting cash or check payments or relating to investment or other financial matters must have a business address or Post Office address.

Advertiser's Responsibility

The advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed, and agree jointly and severally, to indemnify The Globe against all claims arising from printing such advertisements in The Globe, including, but not limited to, claims for libel, unfair competition, unfair trade practice, infringement of trademarks or patents, violation of rights of privacy, infringement of copyright and other proprietary rights and all related costs and expenses (including reasonable attorney's fees) associated with defending against such claims.

Drawings, art, transparencies, and articles for reproduction are accepted only at advertiser's risk and should contain identifying markings to enable return.

The Boston Globe shall not be responsible and does not assume any liability for damage to original printing material supplied.

The Boston Globe shall not be responsible and does not assume any liability for the return of any artwork or other printing matter unless a specific request is received to hold such material, subject to any insertion order.

Claims for Errors or Omissions

The Globe accepts no liability for its failure, for any reason, to print an advertisement and shall be under no liability whatsoever for any error for which it may be responsible beyond liability to give the advertiser credit for so much of the space occupied by the advertisement as is materially affected by the error, provided that The Globe is notified by the advertiser of such error in an advertisement within ten days of the date of invoice. The Globe's obligation to give such credit shall not apply to more than one incorrect advertisement unless it is notified of the inaccuracy prior to the deadline for repetition of the advertisement.

Orders for Position

Position subject to Publisher's option. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by The Boston Globe. All display advertising normally takes the run of the paper, unless otherwise specifically requested in each case. Every effort will be made to comply with the request but acceptance of the order does not imply a guarantee.

To Our Advertisers

By placing an advertisement in The Boston Globe or The Boston Sunday Globe, you agree that the advertisement as it appears will become the property of Globe Newspaper Company (GNC) and you assign GNC all ownership interest, under the Copyright Act or otherwise, in the advertisement as it appears in The Boston Globe or The Boston Sunday Globe. Unless notified to the contrary by GNC, you are granted a license to place the same ad in other media.

MAIL SUBSCRIPTION RATES

	PER MONTH	PER YEAR
NEW ENGLAND STATES		
Daily	\$18.00	\$216.00
Sunday	\$17.00	\$204.00
Both	\$35.00	\$420.00
ELSEWHERE IN U.S.		
Daily	\$23.00	\$276.00
Sunday	\$22.00	\$264.00
Both	\$45.00	\$540.00
ARMED FORCES PERSONNEL AND STUDENTS (WITHIN U.S.)		
Daily	\$13.00	\$156.00
Sunday	\$17.00	\$204.00
Both	\$30.00	\$360.00
FOREIGN COUNTRIES, CANADA AND US POSSESSIONS		
Daily	\$3.50 per copy	
Sunday	\$8.00 per copy	

Back Copies

Editions more than 3 months old out of print.

Daily: \$2.00

Sunday: \$4.00

Send requests to:

The Boston Globe Newspaper Co.

135 Morrissey Blvd.

P.O. Box 2378

Boston, MA 02107-2378

To have The Globe home delivered, call 617-466-1818

Information on the Boston Market available from The Gallup Poll

The Gallup Poll of Media Usage and Consumer Behavior for the Boston Market is organized into four major categories: Demographics, Media, Products and Services, and Retail. Through an online terminal to the data base, The Globe can offer you reach and frequency computations for an almost infinite combination of media, to help you determine the most efficient schedule for your needs. Media schedules can be produced not only on total adults, but by demographics, product usage and retail shopping habits to provide you with highly detailed target marketing information.

The Boston Globe

135 Morrissey Blvd
Boston, MA 02125
617-929-2200

NATIONAL SALES OFFICES

NEW YORK

122 East 42nd Street, 14th floor
New York, NY 10168
212-696-5315

LOS ANGELES

11835 West Olympic Blvd., Suite 480 East
Los Angeles, CA 90064
310-477-1980

SAN FRANCISCO

2 Embarcadero Center, Suite 200
San Francisco, CA 94111
415-623-2001

CHICAGO

111 East Wacker Drive, Suite 2910
Chicago, IL 60601
312-540-1010

MIAMI

100 North Biscayne Blvd., Suite 3020
Miami, FL 33132
305-358-2666

REGIONAL OFFICES

CITY

135 Morrissey Blvd.,
Boston, MA 02125
617-929-2100

NORTH / NORTHWEST

500 West Cummings Park, Suite 1850,
Woburn, MA 01801
617-929-7770

GLOBEWEST

111 Speen Street,
Framingham, MA 01701
508-820-4203

SOUTH

1165 Washington Street,
Hanover, MA 02339
781-826-1000

NEW HAMPSHIRE

1650 Elm Street,
Manchester, NH 03101-1208
603-644-3900
