

BOSTON

TALENT★MAGAZINE

MEDIA KIT



sales@bostontalentmag.com
800-890-1026 x900

www.bostontalentmag.com



BOSTON TALENT MAGAZINE

Boston (pronounced /'bʊstʌn/) is the capital of and largest city in Massachusetts, and is one of the oldest cities in the United States. The largest city in New England, Boston is regarded as the unofficial "Capital of New England" for its economic and cultural impact on the entire New England region. The city proper had a population of 617,594 according to the 2010 U.S. Census. Boston is also the anchor of a substantially larger metropolitan area called Greater Boston, home to 4.5 million people and the tenth-largest metropolitan area in the country. Greater Boston as a commuting region includes six Massachusetts counties: Essex, Middlesex, Norfolk, Suffolk, Plymouth, Worcester, northern Bristol County, all of Rhode Island and parts of New Hampshire; it is home to 7.6 million people, making it the fifth-largest Combined Statistical Area in the United States.

In 1630, Puritan colonists from England founded the city on the Shawmut Peninsula. During the late 18th century, Boston was the location of several major events during the American Revolution, including the Boston Massacre and the Boston Tea Party. Several early battles of the American Revolution, such as the Battle of Bunker Hill and the Siege of Boston, occurred within the city and surrounding areas. Through land reclamation and municipal annexation, Boston has expanded beyond the peninsula. After American independence was attained Boston became a major shipping port and manufacturing center, and its rich history now helps attract many tourists, with Faneuil Hall alone attracting over 20 million every year. The city was the site of several firsts, including America's first public school, Boston Latin School (1635), and the first subway system in the United States (1897).

With many colleges and universities within the city and surrounding area, Boston is an international center of higher education and a center for medicine. The city's economy is also based on research, electronics, engineering, finance, and high technology—principally biotechnology. As a result, the city is a leading finance center, ranking 14th in the Z/Yen top 20 Global Financial Centers. The city was also ranked number one for innovation, both globally and in North America, for a variety of reasons. Boston has been experiencing gentrification, and has one of the highest costs of living in the United States, though it remains high on world livability rankings, ranking third in the US and 37th globally.

Submission Deadlines

21st of every month

▶ PRICING:

Ad Type	Width	Height
Full page	7.25"	X 9.375"
1/2 page	7.25"	X 4.5"
1/4page	3.5"	X 4.5"

COLOR DISPLAY ADS

Size	1x	3x	6x	12x
Full page	\$605	\$550	\$515	\$475
Half page H or V.....	\$430	\$385	\$340	\$310
Quarter page H or V	\$265	\$210	\$175	\$130

AUDIO VISUAL ADS

Add The Audio Visual advantage* to your display ad and get a 50% discount on your display ad.

- 15 Sec A/V Ads **\$ 690**
- 30 Sec A/V Ads **\$1100**
- 60 Sec A/V Ads **\$1650**
- 120 Sec A/V Ads **\$2065**

*Audio Visual ads will be embedded along with your display ads in the online magazine.

DESIGN SERVICES

Ad Design **\$50*** (*With maximum two revisions)

(Ad copy to be provided by advertiser. All ads designed by Boston Talent Magazine will be considered the sole property of the Magazine, unless otherwise negotiated.)



▶ INTERNET ADVERTISING:

The current *edition* of the magazine is on display at www.bostontalentmag.com. Click on the photo of *the front cover*, it will open an *electronic* version of the entire magazine.

Multi edition Advertiser: Can also take advantage of upgrades, such as; Banner Ads **and** linking to their website and email address. Contact **Boston Talent Magazine** for more details....sales@bostontalentmag.com

Payment Options: Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

Payment by credit card: All credit card payments will be **processed through paypal**.



▶ AD REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- Ads are accepted via email (attachments must be 5 MB or less) or CD-ROM.
- For A/V ads, the file must be in avi format with mpeg-4 compression.

▶ ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

Adobe Acrobat

QuarkXPress, InDesign, or PageMaker

Adobe Illustrator or Macromedia Freehand

Photoshop

PDF (use "Press Optimized" settings in Distiller.)

(include all linked graphics and fonts)

(convert fonts to outline and save as EPS)

TIFF, EPS, or JPEG (minimum 300 dpi)

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ADVERTISING ORDER

AD INSERTION(s) (BUSINESS OR ORGANIZATION NAME)	UNIT SIZE	FREQUENCY DATE	1ST RELEASE (THEREAFTER EVERY EDITION)	SPACE CHARGE (PER EDITION)	A/V ADS	TOTAL CHARGES

Special Instructions :

Sales Associate (Print Clearly)

Name of Business

Mailing Address

City Zip

<input type="text"/>	<input type="text"/>
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Telephone Fax

<input type="text"/>	<input type="text"/>
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Web Address E-mail

<input type="text"/>	<input type="text"/>
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SIGNATURE

Date <input style="width: 95%; height: 20px;" type="text"/>	<input style="width: 98%; height: 40px;" type="text"/>
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TERMS & CONDITIONS :

1. TALENT MAGAZINES, INC. guarantees to protect this client from increases in space charges until the expiration of this advertising order.
2. This order cannot be cancelled prior to the first edition.
3. Frequency rates are contingent upon insertion in successive edition. Clients who fail to comply with insertion requirements will be short-rated (billed retroactively at their actual earned rates).
4. Accounts are due & payable upon signing of this contract.
5. Ad copy must be approved or approved with changes within 2 days, and with no further liabilities to TALENT MAGAZINES, INC.
6. There are no refund under any circumstance.
7. By my signature below I signify I am enrolling my business in the Boston Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

CHECK # DATE :	AMOUNT
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Basic Rate Production costs TOTAL DUE Amount Received ...
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For TALENT MAGAZINES, INC. Use

<table border="1" style="width: 100%;"> <tr> <th style="width: 15%;">Cust #</th> <th style="width: 20%;">Category</th> <th style="width: 15%;">Rep:</th> <th style="width: 10%;">Vol. #</th> </tr> <tr> <td style="height: 60px;"> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	Cust #	Category	Rep:	Vol. #					Copy instructions due : ___/___/___ Contact Person _____ Address for Copy : _____ Telephone No. And Fax No. : (____) _____ (____) _____
Cust #	Category	Rep:	Vol. #						