

Schedule

ISSUE	DISTRIBUTED	DEADLINE	SPECIAL ISSUE
1724	January 24, 2008	1/18	
1725	January 31, 2008	1/25	
1726	February 7, 2008	2/1	
1727	February 14, 2008	2/8	
1728	February 21, 2008	2/15	
1729	February 28, 2008	2/22	
1730	March 6, 2008	2/29	St. Patrick's
1731	March 13, 2008	3/7	
1732	March 20, 2008	3/14	
1733	March 27, 2008	3/21	
1734	April 3, 2008	3/28	
1735	April 10, 2008	4/4	Gay Life Travel
1736	April 17, 2008	4/11	
1737	April 24, 2008	4/18	
1738	May 1, 2008	4/25	
1739	May 8, 2008	5/2	
1740	May 15, 2008	5/9	Memorial Day
1741	May 22, 2008	5/16	Boston Pride
1742	May 29, 2008	5/23	Boston Pride
1743	June 5, 2008	5/30	RI/ME Pride
1744	June 12, 2008	6/6	
1745	June 19, 2008	6/13	
1746	June 26, 2008	6/20	4th of July
1747	July 3, 2008	6/27	
1748	July 10, 2008	7/4	
1749	July 17, 2008	7/11	
1750	July 24, 2008	7/18	
1751	July 31, 2008	7/25	Carnival
1752	August 7, 2008	8/1	
1801	August 14, 2008	8/8	
1802	August 21, 2008	8/15	
1803	August 28, 2008	8/22	Labor Day
1804	September 4, 2008	8/29	
1805	September 11, 2008	9/5	
1806	September 18, 2008	9/12	
1807	September 25, 2008	9/19	
1808	October 2, 2008	9/26	
1809	October 9, 2008	10/3	
1810	October 16, 2008	10/10	Halloween
1811	October 23, 2008	10/17	Halloween
1812	October 30, 2008	10/24	Thanksgiving
1813	November 6, 2008	10/31	
1814	November 13, 2008	11/7	
1815	November 20, 2008	11/14	
1816	November 27, 2008	11/21	
1817	December 4, 2008	11/28	Holiday
1818	December 11, 2008	12/5	Holiday
1819	December 18, 2008	12/12	Year in Review
1820	December 25, 2008	12/19	
1821	January 1, 2009	12/26	
1822	January 8, 2009	1/2	
1823	January 15, 2009	1/9	
1824	January 22, 2009	1/16	
1825	January 29, 2009	1/23	
1826	February 5, 2009	1/30	
1827	February 12, 2009	2/6	
1828	February 19, 2009	2/13	
1829	February 26, 2009	2/20	
1830	March 5, 2009	2/27	St. Patrick's
1831	March 12, 2009	3/6	
1832	March 19, 2009	3/13	
1833	March 26, 2009	3/20	
1834	April 2, 2009	3/27	
1835	April 9, 2009	4/3	
1836	April 16, 2009	4/10	

About New England Blade

Established in 1991 as "In Newsweekly," New England Blade is New England's premier gay, lesbian, bisexual and transgender newspaper, and the only local, award-winning GLBT news and entertainment publication distributed throughout all six New England states. In addition to its weekly print publication, New England Blade maintains a companion website, www.NewEnglandBlade.com, which allows even the most remote reader the opportunity to connect with the diverse gay community of New England. Published every Thursday, New England Blade distributes 15,000 papers to over 650 locations throughout all of New England, while www.NewEnglandBlade.com increases access to the publication to those outside of the printed distribution range, penetrating into the rural regions of New England and beyond.



2008 New England Pride Guide
Reservation deadline: May 2, 2008
Distributed: May 20, 2007

A free weekly publication with a diverse and loyal readership, New England Blade is headquartered in Boston but focuses on all of New England, covering important news and political subjects that resonate with the GLBT community. With over 15 years of serving the community, New England Blade is the paper of record for the New England GLBT population, and is the region's most popular source for local GLBT content. As the premier resource for local GLBT lifestyle and cultural information, New England Blade offers an entertaining and insightful eye on gay culture in sports, fashion, health, business, the arts, nightlife and entertainment, focusing on the social issues and events that matter most to New England's GLBT community.

New England Blade is the only GLBT publication in New England with dedicated sports and business coverage, and is the most popular source for original photos from the hottest New England GLBT social events. In addition, New England Blade's award-winning format makes the publication easier to navigate, and the design reflects the energy inherent in the region's colorful GLBT community.

In addition to its regular publication schedule, New England Blade publishes a number of special interest publications that target specific events and interests for New England's gay community. These special publications include the New England Pride Guide, the largest and most popular resource for the New England pride season, and Winter, an entertaining guide to GLBT travel, fashion and gift-giving trends for the festive winter season. Throughout the year, New England Blade publishes special issues which spotlight specific holidays and events including the popular 4th of July issue and Provincetown Carnival review.



New England Blade and NewEnglandBlade.com exist to serve the diverse GLBT community of New England and are constantly evolving to suit the needs of readers. Known for both innovation and excellence, New England Blade is proud to be the GLBT newspaper of record for New England and looks forward to serving the region for years to come.

NewEnglandBlade

RATES AND SPECIFICATIONS



Rates

 COLOR	Open	8X	13X	26X	52X	Dimensions in inches	 B&W	Open	8X	13X	26X	52X
BACK COVER	\$1,250					9.75w x 11.9h	BACK COVER	\$950				
FULL PAGE	\$885	\$845	\$795	\$755	\$710	9.75w x 11.9h	FULL PAGE	\$675	\$645	\$610	\$575	\$540
HALF PAGE	\$505	\$480	\$455	\$430	\$405	9.75w x 5.6h H 4.8w x 11.9h V	HALF PAGE	\$380	\$365	\$345	\$325	\$305
QUARTER PAGE	\$275	\$265	\$250	\$235	\$220	4.8w x 5.6h	QUARTER PAGE	\$210	\$200	\$190	\$180	\$170
EIGHTH PAGE	\$160	\$155	\$145	\$135	\$125	4.8w x 2.7h	EIGHTH PAGE	\$125	\$120	\$115	\$110	\$100
CUBE	\$95	\$90	\$85	\$80	\$75	2.3wx x 2.7h	CUBE	\$80	\$75	\$70	\$65	\$60
						2.3wx x 1.3h	BUSINESS SPECIAL	\$45	\$40	\$35	\$30	\$25
CLASSIFIEDS	\$25/insertion (30 WORDS OR LESS)		PREFERRED PLACEMENT		+10%/insertion		INSERTS	\$55 / 1,000				

Online Advertising

Terms And Conditions

Production Requirements

HOME PAGE FEATURE

\$300/month

120 x 600. Largest advertisement on homepage — positioned at top.

BANNER

\$150/month

468 x 60. Standard Web advertisement positioned on top of screen

SKYSCRAPER

\$150/month

120 x 240. Large advertisement positioned on far-right ad bar

ARTICLE FEATURE

\$80/month

250 x 250. On article pages

FEATURED LINK

\$40/month

120 x 45. Positioned below main navigation on left

E-MAIL NEWSLETTER

\$100/week

NewEnglandBlade.com e-mail newsletter is welcomed into GLBT e-mail boxes each week. Sponsorship of this broadcast includes a corporate logo, up to three lines of text about your company and a link back to your Web site. Only one advertiser can sponsor a broadcast for any given week at a rate of \$100 per sponsorship. Visit our web site to see a sample.

HOME PAGE



ARTICLE PAGE



EMAIL NEWSLETTER



All ads must be pre-paid. These terms and conditions shall be deemed incorporated into every insertion order, space contract or uncontracted advertisement given to HX in Boston, LLC unless specifically modified in a written assignment signed by the publisher. Advertising rates and conditions may be changed at anytime without notice. Returned checks will be subject to a \$25 fee and will automatically revoke all credit agreements.

There Are No Refunds

All artwork that arrives after our deadline must have prior approval from the Production Manager. Any artwork that does not arrive by the deadline will be accepted without the payment of a \$100 fee. All ads that include photographic images of person must be submitted with a photo release from the photographer signed by the models. No ads will be run without releases. Advertisements are accepted only under the condition that the advertisements assume all liability and responsibility for any legal claims resulting from advertisements printed or not printed. HX in Boston, LLC will not be liable for any damages or costs if it fails to publish an ad for any reason, or for no reason. HX in Boston, LLC reserves the right to refuse any advertising. Adult-oriented advertising must appear in the appropriate section.

Ads must be submitted electronically. High resolution (300 dpi) files are necessary and HX in Boston, LLC will not be responsible for low resolution files or files with errors. All fonts (screen and printer) or images used in the ad must be included. All files must be converted to CMYK or grayscale. A proof print must be submitted with all ads. The proof print must show all pictures, elements and type as they appear in the final ad. Color ads should include a color proof. HX in Boston, LLC will not be responsible for matching proofs exactly, since the proofing process and the printing process use different materials, but will make every effort. If no color proof is received, HX in Boston, LLC will not be responsible for any printing problems. Non-Electronic Ads: We will re-create and re-size your artwork if you wish. A minimum of \$25 will be charged. Artwork can also be scanned and re-outputted; \$25 will be charged for this service. Scanning may affect reproduction quality. HX in Boston, LLC will not be responsible for the reproduction quality of any scanned ad. Correct Size & Borders Required: Fractional ads must be bordered to the correct size of the ad. We will not float ads. Ads that need a border or that are the incorrect size will be changed to meet our standards; \$25 will be charged for this service.

Deadlines

- Ad space reservation: Thursdays at 4 p.m.
- Digital-ready ads or ad copy: Fridays at noon
- Classifieds: Fridays at noon

Press Specs

Cold web offset on 30 lb. bond newsprint (30% dot gain). The line screen is 100 LPI. Bleeds are unavailable.

Media Specs

Please submit your ad by one of the following methods, which are listed in order of preference:

- Electronic mail (send all digital-ready ads to your sales representative's e-mail address with the name of your business and ad size in the subject line)
- CD, DVD

Format Specs

We only accept digital-ready ads; no film negatives or hard copies. Please provide your artwork in at least one of the following formats, listed in order of preference:

- Adobe PDF version 1.4 or greater. Distilled at press quality, fonts embedded
- Adobe PhotoshopCS 3 (PSD, TIFF preferred, JPEG acceptable in most cases)

Other formats may be acceptable — contact your account executive.

Resolution specs

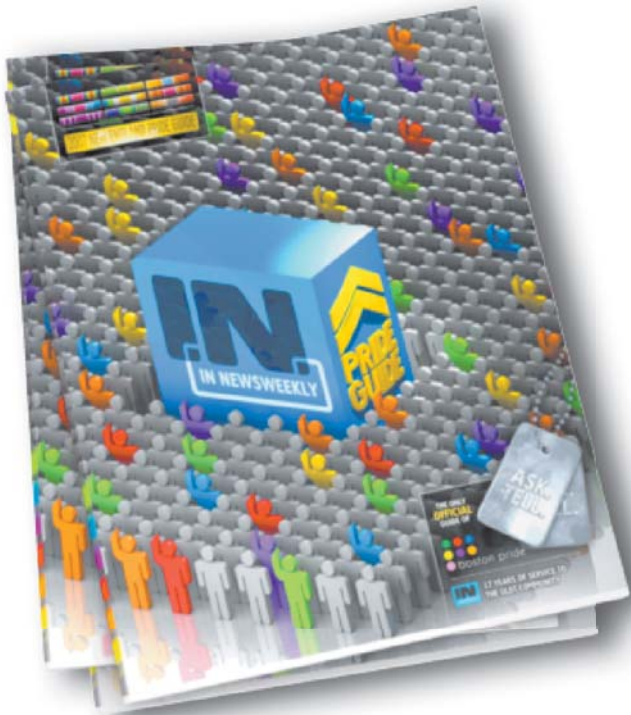
Images should be at a resolution of no less than 300 DPI.

Contact

Sales@NewEnglandBlade.com
617-426-8246

NewEnglandBlade

PRIDE GUIDE RATES & SPECIFICATIONS



Intro

For the 16th consecutive year, New England Blade will publish the most popular guide to pride celebrations and summer activities in New England — the New England Pride Guide. The leading publication for GLBT pride celebrations throughout New England, it has been named the official guide for multiple pride festivities and a media sponsor of pride celebrations in all six New England states.

The 2008 New England Pride Guide promises to be New England Blade's largest and most striking publication of the year because of its full-color, magazine-bound, book format and heavy-stock, glossy cover. Containing everything there is to know about local pride celebrations in every New England state, the New England Pride Guide will once again become the quintessential resource for GLBT New Englander's year-round.

Distribution

Distribution of the New England Pride Guide will commence on May 20, 2008 at over 650 locations throughout New England and will be distributed in select national markets as well, with delivery continuing throughout the summer. Press run is 40,000.

Deadlines

The advertising space reservation and ad deadline is May 2, 2008. Design services are available for a fee. Contact your sales executive for details.

Press Specs

Cover-stock ads: 80 lb. glossy sheet-fed offset, 150 LPI screen, 5% dot gain, maximum ink coverage 300%, bleeds are suggested.

Interior ads: Cold web offset on 50 lb. white, 100 LPI screen, 20% dot gain, maximum ink coverage 270%, bleeds for full page sizes are available.

Media Specs

Please submit your ad by one of the following methods, which are listed in order of preference:

- Electronic mail (send all digital-ready ads to your sales executive's e-mail address with "Pride Guide" plus the name of your business and ad size in the subject line)
- CD, DVD

File Format Specs

We only accept digital-ready ads; no film negatives or hard copies. Proofs should be submitted with electronic artwork. Please provide your artwork in at least one of the following formats, listed in order of preference:

- Adobe PDF version 1.4 or greater. Distilled at press quality, fonts embedded
- Adobe PhotoshopCS 3 (PSD, TIFF preferred, JPEG acceptable in most cases)

Other formats may be acceptable — contact your account executive. In Newsweekly publications are designed using Apple® computers.

Resolution specs

Images should be at a resolution of no less than 300 DPI.

Contact

Sales@NewEnglandBlade.com
617-426-8246

COLOR	Open	Dimensions inches
FULL PAGE	\$850	7.25w x 9.25h 8w x 10w [trim] .25 [bleed]
HALF PAGE [H]	\$450	7.25w x 4.5h
HALF PAGE [V]	\$450	3.5w x 9.25h
QUARTER PAGE	\$250	3.5w x 4.5h
EIGHTH PAGE	\$150	3.5w x 2.125h

GLOSSY PAGE

\$2,000

PREFERRED PLACEMENT

+10%/insertion

DESIGN CHARGES

+5%

BACK COVER

\$3,500

INSIDE BACK COVER

\$2,500

INSIDE FRONT COVER

\$2,500