

national rate card

**10**  
free daily

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

# national rate card



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

## Gross Rates

sizes	inches	weeks	1x per week	2x per week	3x per week	5x per week
full page	46	1	\$2,640	\$1,980	\$1,720	\$1,455
		6	\$2,115	\$1,585	\$1,375	\$1,165
		13	\$1,850	\$1,390	\$1,205	\$1,020
		26	\$1,585	\$1,190	\$1,030	\$875
1/2 page	23	1	\$1,585	\$1,190	\$1,030	\$875
		6	\$1,270	\$950	\$825	\$700
		13	\$1,110	\$835	\$725	\$610
		26	\$950	\$715	\$620	\$525
1/4 page	11.5	1	\$795	\$595	\$515	\$440
		6	\$635	\$475	\$415	\$350
		13	\$555	\$420	\$360	\$305
		26	\$475	\$360	\$310	\$265
1/8 page	5.75	1	\$370	\$275	\$240	\$205
		6	\$295	\$225	\$195	\$165
		13	\$260	\$195	\$170	\$145
		26	\$225	\$170	\$145	\$125
		48	\$205	\$155	\$135	\$115

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

## Published Monday-Friday

### deadlines

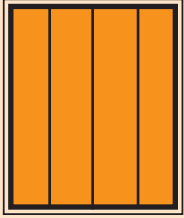
5 days for specs and proof ads

3 days for proof releases with changes and final set copy

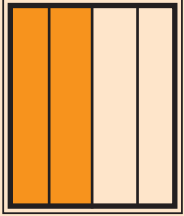
2 days for final (no chgs) copy and space reservations

### electronic ad delivery

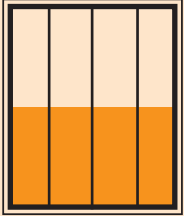
**b** offers customers the ability to send ads electronically through an Internet based web site. Visit our web site at <http://addesk.baltsun.com> or contact your sales representative.



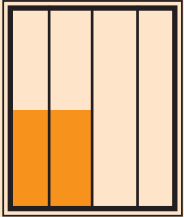
Full Page  
Inches 9.6667" x 11.4722"



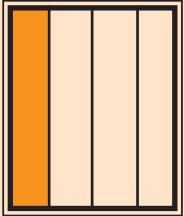
Half Page (V)  
Inches 4.7708" x 11.4722"



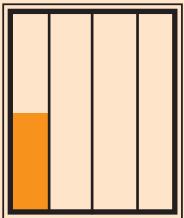
Half Page (H)  
Inches 9.6667" x 5.7333"



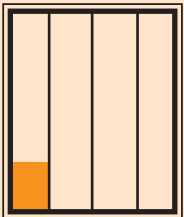
Quarter Page  
Inches 4.7708" x 5.7333"



Quarter Page (V)  
Inches 2.3229" x 11.4722"



1/8 Page  
Inches 2.3229" x 5.7333"



ad builder  
Inches 2.3229" x 2.8666"

### color

Full.....\$390

Half.....\$200

Quarter....\$105

Eighth.....\$60

### online, premium placement and front page notes

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

### distribution

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

Delivered Monday - Friday.

### high traffic locations:

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

**b** better informed, call Amy Kowal at 410.494.2950

or your sales representative to reserve your space today.

