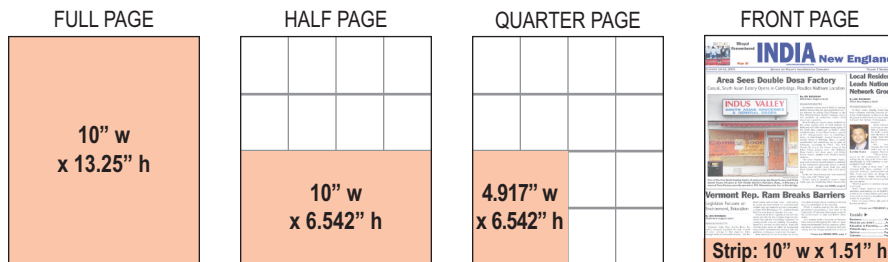


## ▶ DISPLAY ADVERTISING RATES

net cost per insertion

Size	12 issues	6 issues	1 issue
Full Page Color or Front Page	\$1,416	\$1,566	\$1,790
Full Page B&W	\$1,121	\$1,271	\$1,495
1/2 Page Color	\$1,041	\$1,141	\$1,290
1/2 Page B&W	\$746	\$846	\$995
1/4 Page Color	\$738	\$797	\$885
1/4 Page B&W	\$443	\$502	\$590



Check the availability of specific placement with your account representative. Black & White or 4-color only.

## ▶ CLASSIFIED ADVERTISING RATES

net cost per insertion

Col. wide x Inches high	Size in Inches	Col. Inch	12 issues	6 issues	1 issue
<b>6 x 3</b>	10.00" w x 3" h	18	\$270	\$306	\$360
<b>2 x 4</b>	3.222" w x 4" h	8	\$120	\$136	\$160
<b>3 x 2</b>	4.917" w x 2" h	6	\$90	\$102	\$120
<b>2 x 2</b> (Business Card)	3.222" w x 2" h	4	\$60	\$68	\$80
<b>2 x 1</b>	3.222" w x 1" h	2	\$30	\$34	\$40

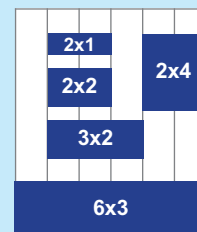
Cost per column inch: \$15/CI \$17/CI \$20/CI

Advance payment required for classified ads via check or credit card prior to print of ad.

Alternate sizes may be calculated using the following column measurements: Ask your account representative for details.

1 Column: 1.528" 4 Column: 6.611"  
2 Column: 3.222" 5 Column: 8.305"  
3 Column: 4.917" 6 Column: 10.00"

CLASSIFIED Ad Sizes



## ▶ 2012 EDITORIAL CONTENT

Contents of this Editorial Calendar are subject to change

### JANUARY

**Person of the Year • Education**

Reserve ad by 1/4, Artwork due 1/6

### FEBRUARY

**Finances & Taxes • Education**

Reserve ad by 2/1, Artwork due 2/3

### MARCH

**Weddings I • Restaurants**

Reserve ad by 3/7, Artwork due 3/9

### APRIL

**Health & Fitness • Legal Services**

Reserve ad by 4/3, Artwork due 4/5

### MAY

**Beauty & Spa • Diversity & Recruitment**

Reserve ad by 5/2, Artwork due 5/4

### JUNE

**Woman of the Year • Higher Education**

Reserve ad by 5/30, Artwork due 6/1

### JULY

**20 Under 20 Awards • Legal Services**

Reserve ad by 6/26, Artwork due 6/28

### AUGUST

**Weddings II • India Day**

Reserve ad by 7/25, Artwork due 7/27

### SEPTEMBER

**Legal Services • Education**

Reserve ad by 8/29, Artwork due 8/31

### OCTOBER

**Diwali: Festival of Lights • Education**

Reserve ad by 9/26, Artwork due 9/28

### NOVEMBER

**50 Most Influential People • Holiday & Travel**

Reserve ad by 10/31, Artwork due 11/2

### DECEMBER

**Readers' Choice Awards • Wealth Management**

Reserve ad by 11/28, Artwork due 11/30

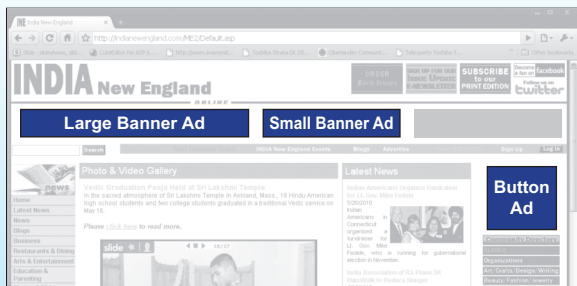
# INDIA New England

Complete media kit is available online at  
[www.IndiaNewEngland.com/MediaKit](http://www.IndiaNewEngland.com/MediaKit)

# 2012 ONLINE ADVERTISING

## Web Site Advertising

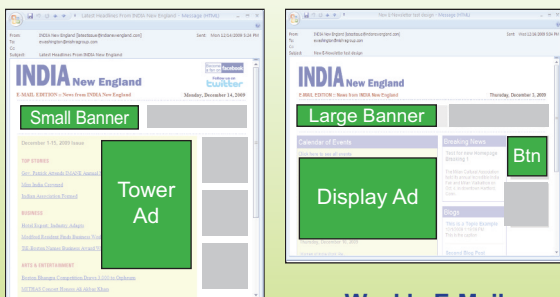
cost per month



	12 Months	9 Months	6 Months	3 Months	1 Month
<b>Large Banner</b> 460 x 60 pixels	\$488	\$520	\$553	\$585	\$650
<b>Small Banner</b> 300 x 60 pixels	\$300	\$320	\$340	\$360	\$400
<b>Button</b> 120 x 120 pixels	\$188	\$200	\$213	\$225	\$250

## E-Mail News Update

cost per month (8 issues)



**Issue Update E-Mail**  
(Every Tuesday)  
Latest News & Photos

**Weekly E-Mail**  
(Every Thursday)  
Latest News, Photos,  
Blogs & Events from  
[www.IndiaNewEngland.com](http://www.IndiaNewEngland.com)

	12 Months	9 Months	6 Months	3 Months	1 Month
<b>Display</b> 460 x 300 pixels	\$375	\$400	\$425	\$450	\$500
<b>Tower</b> 275 x 500 pixels	\$375	\$400	\$425	\$450	\$500
<b>Large Banner</b> 460 x 60 pixels	\$300	\$320	\$340	\$360	\$400
<b>Small Banner</b> 300 x 60 pixels	\$225	\$240	\$255	\$270	\$300
<b>Button</b> 120 x 120 pixels	\$150	\$160	\$170	\$180	\$200

## Combined (Web Site + E-Newsletter)

cost per month

Web Site	E-News	12 Months	9 Months	6 Months	3 Months	1 Month
Large Banner	Display/Tower	\$763	\$820	\$878	\$935	\$1,050
Small Banner	Display/Tower	\$688	\$740	\$793	\$845	\$950
Large Banner		\$575	\$620	\$665	\$710	\$800
Small Banner		\$425	\$460	\$495	\$530	\$600
Button		\$238	\$260	\$283	\$305	\$350

### AD MATERIAL SPECIFICATIONS

- 72 dpi in the dimensions specified (width x height in pixels)
- JPEG, GIF or Animated GIF format

INDIA New England also provides design services if needed. Please contact us for a quote.

- RGB color mode
- File size no larger than 100 KB, compressed for web