

BBF 2011 ADVERTISING CHART

<u>Media</u>	<u>Trade</u>	<u>Color</u>	<u>Specs</u>	<u>Run Date</u>	<u>Value</u>
<i>Afro American Newspaper</i>	Print ad	color	5.42" w x 8" h	9/16/2011	\$3,810 (total)
<i>Afro American Newspaper</i>	Print ad	color	5.42" w x 8" h	9/23/2011	
<i>Afro American Newspaper Online</i>	Web ad	color	468 x 60 pixels	9/19 to 9/25	
<i>Baltimore Gay Life</i>	Print ad	color	full page; 9.75" x 11.25"	8/19/2011	\$3,615 (total)
<i>Baltimore Gay Life</i>	Print ad	color	full page; 9.75" x 11.25"	9/2/2011	
<i>Baltimore Gay Life</i>	Print ad	color	full page; 9.75" x 11.25"	9/16/2011	
<i>Baltimore Gay Life Online</i>	Web ad	color	728 x 90 pixels	2 wks. prior to BBF	
<i>b free daily</i>	Print ad	bw	1/2pg; 4.75" w x 9.66" h	9/21/2011	\$1,000
<i>The Baltimore Sun</i>	Print ad	bw	1/4pg; 4.91" x 10.14"	9/18/2011	\$3,623
<i>The Baltimore Sun- LIVE</i>	Print ad	bw	1/4pg; 4.75" w x 4.75" h	9/16/2011	\$1,000
<i>The Baltimore Sun- LIVE</i>	Print ad	bw	1/4pg; 4.75" w x 4.75" h	9/23/2011	\$1,000
<i>The Messenger</i>	Print ad	bw	1/2pg; 4.75" w x 9.66" h	9/21/2011	\$1,500
<i>The Baltimore Times</i>	Print ad	bw	1/2 pg; 4.75" w x 9.66" h	9/16/2011	\$3,200 (total print ads)
<i>The Baltimore Times</i>	Print ad	bw	1/2 pg; 4.75" w x 9.66" h	9/23/2011	
<i>The Baltimore Times Online</i>	Web ad	color	468 x 60 pixels (horizontal)	9/12 to 9/25	\$300 (approx.)
<i>City Paper</i>	Print ad	bw	full page; 10" w x 9.65" h	9/7/2011	\$5,400 (total)
<i>City Paper</i>	Print ad	bw	full page; 10" w x 9.65" h	9/14/2011	
<i>City Paper</i>	Print ad	bw	full page; 10" w x 9.65" h	9/21/2011	
<i>Fox 45</i>	PSA (TV)	n/a	(75 -100) :30 second PSAs	9/12 to 9/25	\$10,000
<i>Urbanite</i>	Print ad	color	5.25" w x 10" h	September-11	\$3,970
<i>Urbanite Event Ezine</i>	Web ad	color	160 x 160 pixels	9/14/2011	\$400 (total web ads)
<i>Urbanite Event Ezine</i>	Web ad	color	160 x 160 pixels	9/21/2011	
WEAA 88.9 FM	PSAs (radio)	n/a	:30 second PSAs (42)	14 days prior to Book Fest.	\$3,150
WLIF 101.9 Lite FM	PSAs (radio)	n/a	56 live and or recorded mentions	Two weeks prior to Book Fest.	\$11,200.00
WYPR 88.1 FM	PSAs	n/a	:15 second PSAs (30)	9/12 to 9/25	\$4,620
Total					\$41,063

Notes:

*BBF logo & link on www.weaa.org and event info in e-blast(s)

*BBF included in WYPR Radio events calendar.

*BBF web ad on Independent Reader