BANKER & TRADESMAN





Your Prospects Are Our Readers.

MEDIA SOLUTIONS

> PRINT

Weekly Newspaper
Banker & Tradesman

> DIGTAL

BankerandTradesman.com Banners, Emails - B&T Daily, and B&T Weekly

> EVENTS

Special Events and Sections through out the year

The Financial Services And Real Estate Weekly For Massachusetts

Banker & Tradesman is the most valued advertising vehicle in the Massachusetts real estate and banking market. The consistency of our advertisers is an amazing statistic that has kept our publication strong for more than 140 years. Banker & Tradesman is a vital tool, providing the most current and accurate data with complete real estate transactions and listings.

We also feature a highly rated website, bankerandtradesman.com, and a popular daily e-news alert with more than 10,500 readers. The Warren Group produces multiple events and seminars each year that feature the most influential and informed government and industry experts.

THE WARREN GROUP Since 1872 Real Estate & Financial Information

Published by The Warren Group | www.thewarrengroup.com

Target Marketing

Readers of Banker & Tradesman Include:

Real estate investors; real estate brokers; developers; builders and contractors; commercial property owners; bankers and lenders; mortgage bankers and brokers; government agencies; and real estate professional services, including legal, insurance, accounting and appraisal.

Banker & Tradesman Subscribers/Circulation: **3,000**

Newspaper Audience: ..... **7,500+**

B&T Daily / Weekly Opt-In Circulation: **10,000**

BankerandTradesman.com Unique Visitors **15,000**

Banker & Tradesman Is a Valued Information Resource

Annual Subscriptions to Banker & Tradesman $329

ADVERTISING RATES

Banker & Tradesman is published every Monday.
Ad closing is 10 days prior to issue date.

AD SIZE	12 TIMES	6 TIMES	1 TIME
Full Page 10" X 15.375"	$2,350	$2,610	$2,900
Junior 7.5" X 10"	$1,765	$1,960	$2,180
Half V. 4.875" X 15.375" H. 10" X 7.5"	$1,645	$1,830	$2,035
Quarter Page SQ. 4.875" X 7.5"	$940	$1,045	$1,160
One Eighth 4.875" X 3.75"	$590	$650	$725

Pricing is per issue • All rates are net

ONLINE ADVERTISING RATES

B&T DAILY E-NEWS - 6 DAYS A WEEK Pricing is per day

Ad	Specs	2 Weeks	1 Month	2 Months
Leaderboard	728 x 90	$99	$89	$81
Rectangle I	300 x 250	$85	$76	$69
Rectangle II	300 x 250	$85	$76	$69
Bottom Banner	728 x 90	$65	$60	$55

BANKER & TRADESMAN WEBSITE Only two rotating ads per position

Ad	Pixels	1-Month	2-Month	3-Month
Full Banner	728x90	$760/mo	$680/mo	$625/mo
Skyscraper	120x600	$560/mo	$525/mo	$475/mo
Square Button	120x90	$275/mo	$250/mo	$230/mo

Banker & Tradesman Testimonial:



Jeffrey Mann

Jeffrey Mann is senior vice president of real estate at Paul E. Saperstein Co.

We need to make a property "commercially reasonable." Any major property going up for auction or foreclosure needs to go in Banker & Tradesman. The advertising needs enough credibility, and Banker & Tradesman is one of the sources I utilize to add to its legitimacy and make it commercially reasonable.

3 FULL PAGES
COMES WITH 3 DAYS ONLINE B&T DAILY LEADERBOARD

3 JUNIOR PAGES
COMES WITH 3 DAYS ONLINE B&T DAILY RECTANGLE

3 HALF PAGES
COMES WITH 3 DAYS ONLINE B&T LEADERBOARD

3 QUARTER PAGES
COMES WITH 3 DAYS ONLINE B&T SKYSCRAPER

3 EIGHTH PAGES
COMES WITH 3 DAYS ONLINE B&T BUTTON

To learn more about Banker & Tradesman or to customize a marketing program unique to your business needs, call 617-896-5344 or email advertising@thewarrengroup.com.

THE WARREN GROUP
Real Estate & Financial Information Since 1872

SPECIAL EDITORIAL FOCUSES

January 13 - 2014 Mortgage Outlook
The money for your real estate purchase, development, or business expansion is out there. Learn how to navigate the new landscape to get it.

February 24 - CRE Renewable Energy Conference
EVENT SPONSORSHIP OPPORTUNITIES
Commercial Real Estate Renewable Energy Conference attendees will hear from industry experts on issues impacting development, technology, appraising, investing, financing, tax implications and federal & state tax incentives.

March 10 - Top Lenders
Saluting the top producers of 2013 in the real estate lending industry.

April 14 - Growth Explosions
A look at the Seaport District, and the repercussions inside and outside a particular area when there's a growth explosion.

April 21 -Spring Housing Market Preview

May 12 - Bank Compliance
New regulation implementation is on the way.

May 19 - Community Bank Heroes
EVENT SPONSORSHIP OPPORTUNITY
Spotlighting community bank leaders who stand out from their peers and help make the communities they serve better places for all.

June 16 - Insurance Trends
Title insurance changes, errors & omissions.

July 14 - Women of FIRE
EVENT SPONSORSHIP OPPORTUNITY
Saluting women who stand out professionally and personally, advancing their professions and enriching the lives of others – winners of Banker & Tradesman's 2013 Women of Finance, Insurance and Real Estate (FIRE) awards.

July 21 - New Media Marketing
SEMINAR SPONSORSHIP OPPORTUNITY
Leverage Twitter, Facebook, LinkedIn, podcasts, blogging and online videos to maximize your marketing potential.

August 11 - Fast 50
Recognizing the 50 fastest-growing mortgage lenders in Massachusetts.

August 18 - Business Profiles
We will help tell your story.

September 15 - Credit Union Heroes
EVENT SPONSORSHIP OPPORTUNITY
Honoring credit union employees who epitomize commitment to member service and volunteerism in their communities.

September 22 - Legal Trends

October 12 - B&T's Best
Banker & Tradesman's annual reader poll results issue, honoring the BEST vendors in the real estate and financial markets.

November 17 - Continuing Education
Required continuing education – who needs what and when; resurging online education; and Dodd-Frank changes are coming.

December 15 - Attracting Business with Tax Breaks
Which side's ROI calculation is right? How does it affect the real estate market.

REGULAR EDITORIAL SECTIONS

- Business & Lending
- Commercial & Industrial
- CRE Insider
- Residential Real Estate
- By the Numbers
- Official Records



CRE INSIDER

On a monthly basis, our team of experts bring you the latest commercial real estate news, exposing the drama behind the deals and how they impact the Massachusetts economy.

Published the last Monday of every month in both print and digital posting.

MONTHLY BONUS DISTRIBUTION

January	**500 copies**
New England Mortgage Expo, BankWorld	
March	**300 copies**
NAIOP MA seminar, mortgage brokers	
April	**300 copies**
The Great New England Credit Union Show, Business Profile clients	
May	**500 copies**
NEFMA spring conference, Real Estate Mass Spring Conference, NAIOP - Suburban Transfomation Bus Tour	
June	**300 copies**
New Media Marketing, Social Media Breakfast, New York Bank Board Conference, commercial real estate brokers, mortgage brokers	
July	**300 copies**
Women of FIRE Awards, Investors	
August	**300 copies**
Commercial Real estate brokers, mortgage brokers	
September	**500 copies**
Banking New England conference, Legal Conference Credit Union Heroes, NEMBC (MMBA)	
October	**300 copies**
NEFMA fall conference, NAIOP MA seminar	
November	**300 copies**
ABX Architecture Boston show, Real Estate Massachusetts Annual Conference, Building Owners	
December	**300 copies**
Commercial and Residential RE brokers	

3 WAYS TO EXTEND YOUR REACH

1 PRINT

Our independent editorial staff drills deep into the issues affecting real estate and finance in Massachusetts. Only Banker & Tradesman readers can tap into the most important information impacting their businesses. Armed with a wealth of news and data, our readers are the most informed, educated and powerful leaders in the local business scene.

Columns and regular features include:

Industry News - News and trends in the banking, real estate and financial services scene.

Records and Research - Statewide real estate and credit records transactions compiled weekly for easy reading and analysis.

Print Exclusives - Print - only features, like By The Numbers, Hot Property and Gossip Report.

Special Supplements - Hone in on industry specific topics, such as commercial real estate, law, housing and banking.

2 ONLINE

Bankerandtradesman.com

Develop more leads 24 hours a day.

Banker & Tradesman Online has 15,000 unique visitors per month, and 3,000 paid subscribers.

Readers tap into the latest news and events, as well as our much sought-after real estate transactions and data. Find archived stories, podcasts, and more.

With an online presence, you will improve product awareness, build sales volume, and increase profits.

Banker & Tradesman Daily E-News

Deliver your daily message to 10,500 readers via email.

Associate your business with the region's most trusted business publication.

Advertising on Banker & Tradesman Daily Email links your company with the market's business decision makers while also serving as a gateway to more information about you and your product via embedded links to your site.

You can leverage your position in the Banker & Tradesman print product by adding to your exposure.

3 EVENTS

Comprehensive conferences and trade shows for the real estate and financial industries. The Warren Group's successful model for industry specific conferences serves professionals and service providers throughout New England. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of real estate and finance professionals together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments and managers.

2014 Events include: Residential Real Estate Outlook, New Media Marketing, Community Bank Heroes, Women of FIRE and Credit Union Heroes.

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