



SPONSORSHIP & ADVERTISING OPPORTUNITIES

When it comes to business, there can be many reasons why a customer consistently turns to a specific vendor. Whether it's a real estate company that always goes the extra mile to get the best deal for a client, or an architecture firm that is able to take a simple plan and create a masterpiece... a lot of time and effort goes into being the best! And, this level of devotion should not go unrecognized.

Banker & Tradesman appreciates the dedication it takes to achieve this level of exceptional service and reliability with clients. We ask our loyal readers to vote for the best real estate, banking and financial services providers and, each year, we are pleased to see the satisfaction our readers have with their vendors. The top-voted companies in these industries come together for one night, one of the biggest nights of the year, to be honored at the Banker & Tradesman Best awards ceremony.

This is an opportunity, for you, to position your business next to the most respected companies in this industry. You can participate with a valuable sponsorship or by advertising in the special section of Banker & Tradesman where the categories and winners will be announced. Sponsorships include exposure at the B&T Best cocktail reception, when the winning companies gather, for free, to network with the Best in the state. Last year, 125 people enjoyed the event and some of your best clients and prospects will be there this year.

We distribute over 500 bonus copies outside of our readership, and this is one of the most popular sections of the year. To get your company involved in this prestigious event, call today for details.

GOLD LEVEL SPONSORSHIP - \$3,500

- Top recognition with logo on all marketing materials including: print ads, dedicated e-mail blasts, invitations and signage at the event, including projection.
- Ability to address the crowd for 3 minutes
- Junior page ad in the Banker & Tradesman BEST special section.
- One month of B&T Daily E-news ads (rectangle size).
- Full event attendee list with e-mail.
- Ability to display collateral at the event (tabletop).
- Five tickets for guests to attend for free

SILVER LEVEL SPONSORSHIP - \$2,500

- Recognition with logo on all marketing materials including: print ads, dedicated e-mail blasts, invitations, and signage at the event, including projection.
- Quarter page ad in the Banker & Tradesman BEST special section.
- One month on BankerandTradesman.com website (skyscraper size).
- Full event attendee list.
- Four tickets for guests to attend for free

PRINT ADVERTISING RATES

Full Page	\$2,350
10" X 15.375"	
Junior	\$1,765
7.5" X 10"	
Half	\$1,645
V. 4.875" X 15.375" H. 10" X 7.5"	
Quarter Page	\$940
SQ. 4.875" X 7.5"	
One Eighth	\$590
H. 4.875" X 3.75"	

Issue date of Monday, October 14th

Pricing is per issue • All rates are net • Ad close dates are 10 days prior to issue dates.

FOR ADDITIONAL INFORMATION CALL 617.896.5307 OR EMAIL ADVERTISING@THEWARRENGROUP.COM