

Fenway Facts and Figures

(for the East Fens, the West Fens, Audubon Circle, Kenmore Square, and the Longwood Medical and Academic Area)

The Fenway in brief:

- > Population: 36,191
- > Housing units: 13,229
- > Land area: 1.24 square miles

Source: Boston Redevelopment Authority, 2000 Census of Population and Housing

The 'Fenway News' in brief:

- > Circulation: 10,000
- > Distributed free via businesses and schools
- > Boston's only not-for-profit community newspaper
- > Published by the Fenway News Association, Inc.

THE FENWAY NEWS Advertising Rates



Serving the Fenway, Audubon Circle, Kenmore Square, Longwood Area, Mission Hill, Prudential, and Upper Back Bay since 1974

POST OFFICE BOX 230277 • ASTOR STATION • BOSTON, MA 02123-0307
617-266-8790 • ADS@FENWAYNEWS.ORG • WWW.FENWAYNEWS.ORG

Advertising Rates

Distribution in the East Fens, the West Fens, Kenmore Square, Mission Hill, Longwood Area, Prudential, and Upper Back Bay.

	1x	3x	6x	12x
FULL PAGE	\$750	\$710	\$675	\$630
1/2 PAGE	\$440	\$415	\$390	\$335
1/4 PAGE	\$260	\$250	\$235	\$215
1/8 PAGE	\$135	\$130	\$122	\$110
6 COLUMN INCHES	\$110	\$104	\$ 99	\$ 90
5 COLUMN INCHES	\$ 92	\$ 87	\$ 83	\$ 75
4 COLUMN INCHES	\$ 74	\$ 70	\$ 66	\$ 59
3 COLUMN INCHES	\$ 55	\$ 52	\$ 49	\$ 45
BUSINESS CARD (3 COLS x 1.5 INCHES)	\$ 50	\$ 49	\$ 45	\$ 41
2 COLUMN INCHES	\$ 37	\$ 35	\$ 33	\$ 31
1 COLUMN INCHES	\$18.50	\$17.50	\$16.50	\$15.00

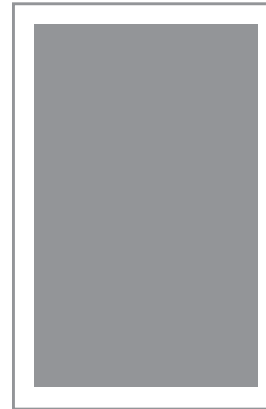
"The Fenway News" accepts advertisements in these electronic formats:

- TIF
- JPG
- EPS
- PDF

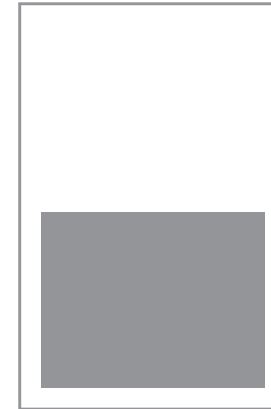
If your ad requires conversion into one of these formats, we reserve the right to add a surcharge of up to \$25. We will notify you in advance should this be necessary.

Increase the impact of your message. We can provide professional design assistance at \$50 for a simple design. This is a one-time charge, and we are happy to provide an estimate for more complex assignments.

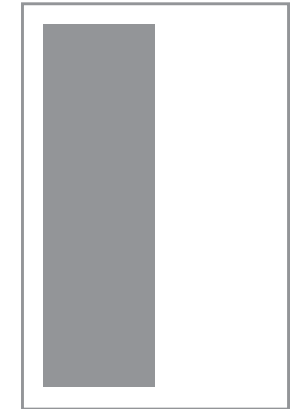
Display Ad Layouts



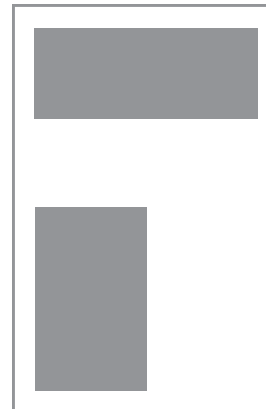
FULL PAGE
62½ column inches



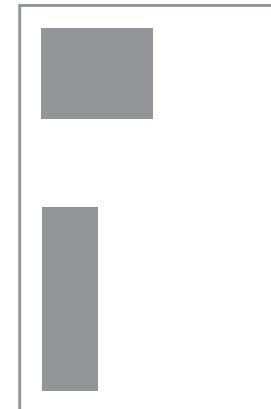
HALF PAGE HORIZONTAL
31 column inches:
10⅞" wide *by* 7½" high



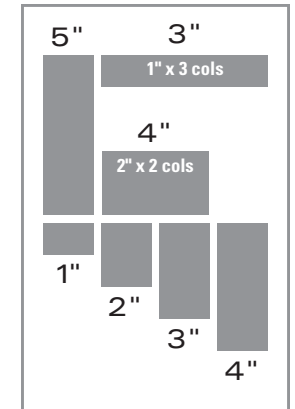
HALF PAGE VERTICAL
31 column inches:
5⅞" wide *by* 15½" high



QUARTER PAGE
15½ column inches:
• HORIZONTAL
10⅞" wide *by* 3¾" high
• VERTICAL
5⅞" wide *by* 7½" high



EIGHTH PAGE
31 column inches:
• HORIZONTAL
5⅞" wide *by* 3¾" high
• VERTICAL
2½" wide *by* 7½" high



1 TO 6 COLUMN INCHES
2½" wide *by* any height. Other combinations are possible. Multiply number of columns by height, as shown in the examples above.