

# Blast



## magazine

Welcome to Blast!

I am proud and pleased to present Blast Magazine to you! What is before you is the culmination of lifetimes worth of hard work and experience. Blast represents the changing times in journalism embraced by a new generation of journalists.

Blast is a living magazine that dwells in cyberspace. Our monthly issues and wonderful cover art are enhanced by the fact that we also add new content every day!.

No magazine has ever been able to say that before, and no advertiser has had the unique and diverse range of options that Blast offers you.

We can only do what we do with your help, and we offer generous packages that include *permanent* advertisements just like any other magazine. The difference is that regular magazines don't allow the audio/visual experience of the modern Internet.

I want you to have the best experience possible, and if there is ever anything I can do to ensure that, I want to know about it. [guilfoil.j@blastmagazine.com](mailto:guilfoil.j@blastmagazine.com)

Professionally,

John Guilfoil  
Editor-in-chief,

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EDITOR IN CHIEF John Guilfoil

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MANAGING EDITOR Elizabeth Raftery  
PHOTO EDITOR Aram Boghosian

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FEATURES EDITOR Elizabeth Raftery  
CULTURE EDITOR Dan Peleschuk  
ENTERTAINMENT EDITOR Bessie King  
TECHNOLOGY EDITOR Joe Sinicki

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have  one

# 2008 MEDIA KIT

BLAST - B MEDIA VENTURES LLC  
617-933-8949

[HTTP://WWW.BLASTMAGAZINE.COM](http://WWW.BLASTMAGAZINE.COM)  
[SALES@BMEDIAVENTURES.COM](mailto:SALES@BMEDIAVENTURES.COM)

# Standards



Full Banner, 468x60

Prices*	Monthly	Yearly
<i>Cover or Home Page</i>		
<b>728x90 Top</b>		
<b>Leaderboard</b>	<b>\$299</b>	<b>\$2999</b>
468x60 Banner	\$199	\$1999
<b>Skyscraper sidebar</b>	<b>\$249</b>	<b>\$2499</b>
Half Skyscraper	\$149	\$1499
<b>Bottom Leaderboard</b>	<b>\$99</b>	<b>\$999</b>
Sidebar Square 180x150	\$129	\$1299
<i>Story Pages</i>		
<b>Top Leaderboard</b>	<b>\$199</b>	<b>\$1999</b>
468x60 Banner	\$99	\$999
<b>250x250 Square</b>	<b>\$199</b>	<b>\$1999</b>
200x90 Box	\$99	\$999
<i>Section Pages</i>		
<b>Top Leaderboard</b>	<b>\$99</b>	<b>\$1089</b>
468x60 Banner	\$79	\$869
<b>Skyscraper</b>	<b>\$99</b>	<b>\$1089</b>
Half Skyscraper	\$79	\$869
<b>Bottom Leaderboard</b>	<b>\$79</b>	<b>\$869</b>
Sidebar Square 180X150	\$79	\$869
<i>Whole Site</i>		
<b>Interstitial 640x480</b>	<b>\$399</b>	<b>\$3999</b>
Top leaderboard	\$399	\$3999
<b>Bottom leaderboard</b>	<b>\$199</b>	<b>\$1999</b>
<p>Yearly ads may be changed at the advertiser's discretion.</p>		



Skyscraper, 160x600

# Notes and Options

## Permanent Advertisements

Magazines let you advertise on a page. When a new issue comes out, your article isn't magically erased from the old issue, is it?

We're removing the magic erasers from the Internet.



You pay the standard monthly rate, pick your article and the advertisement sticks.

You can even change it once a month!



## Content

Flash animation, animated GIF or static GIF, JPEG or non-transparent  
PNG preferred

No nudity, vulgar language or hate speech

## Interstitial Ads

One interstitial ad will appear per session as an intervening "Sponsored by" page.

Interstitials will never be in the form of popup pages.

Quickly loading Flash animation is recommended

Size: 640x480

## Exclusivity

All ads rotate up to 3x unless an exclusivity is requested. Exclusivity requests are handled in a per-case basis. Ask your ad rep for details!