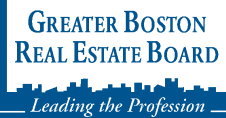


The Boston Globe



Globe Discounts for GBREB Members

Save money on your listings! Through an exclusive partnership, *The Boston Globe* provides GBREB members substantial savings on advertising space using *Create an Ad* software. *Create an Ad*, available exclusively on The Boston Globe Advertiser Services website, gives you the tools to build, proof and submit your own LINE and DISPLAY ADS at your convenience!

You'll save Time and Money!!!

Save 10 %

GBREB members have the opportunity to sign a 1,000 line contract for advertising space in the Boston Globe and the Boston Sunday Globe at 10% below the Globe's open rate.

Save 3%-5%

GBREB members will receive an additional 1% **discount** (on top of the 2% contracted discount) off any line ads sent via *Create an Ad*, for a total of 3% **savings**. All advertisers receive a 5% **discount** on zone display ads delivered using the *Create an Ad* software.

Save \$10

Open house listings in the Friday Open House Directory sent via *Create an Ad* and placed in Saturday and/or Sunday's Globe Classified Real Estate section will be discounted to **only \$5** per listing! Ads not sent via remote delivery are charged \$15 per listing!

Benefits of using *Create an Ad*

You Control the Look

From start to finish, you control the look and style of each ad. Type and edit text, select pre-designed templates, add logos and photos to enhance your ads.

Easy Submission

One seamless process allows you to view, print and e-mail proofs as you design your ad.

Easy Management of Ads

Create an Ad tracks every add you create. Plus, each ad is stored in their database for 90 days so you can easily modify and repeat ads as necessary.

Customer Service

The Globe's Advertising Production department is on call to help you. They review most ads sent in and if production concerns arise they will contact you. Additionally, you can call 617-929-8900 to speak with a technician directly.

For more information on signing a 1,000 line contract for advertising space, please contact Jim Geraghty, Account Executive/Classified Advertising/Real Estate, The Boston Globe, 617-929-2291 or jgeraghty@globe.com

To access *Create an Ad*, go to www.bostonglobe.com/myaccount

For more information or technical help, call customer service at 617-929-8900 or e-mail advertiser@globe.com