

BeHealthy

A publication of The Bay State Banner



Background

Be Healthy was developed by the Bay State Banner in response to the Boston Public Health Commission's Disparities Project that determined that the incidence and death rates of several illnesses were significantly higher in blacks than any other group in the city. Many of these illnesses and conditions are preventable or highly controllable once diagnosed.

Another report – “Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care” – by the Institute of Medicine brought to light the difference in quality of treatment for racial and ethnic minorities nationwide. Added to this problem is a patient's lack of health literacy, or inability to understand health care information.

Purpose

The purpose of Be Healthy is to increase awareness and understanding of diseases, their signs and symptoms, risk factors and appropriate screening tests. Its emphasis is on healthy lifestyles – exercise, healthy eating, weight control and smoking cessation – key factors that contribute to the incidence of many preventable illnesses.

Response to Be Healthy

Be Healthy has been well received by the community as well as several health organizations. It won the 2007 Sword of Hope Media Award from the American Cancer Society and the 2011 Excellence in Local Media Award from the National Marrow Donor program. It has been linked to or requested by several nationally recognized public and private institutions, such as the World Cancer Campaign of the International Union Against Cancer, the Vitamin D Council and the National Cancer Institute's Office of Communications and Education.

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Contact: Karen Miller, Dr.P.H., Health Editor, for further information:
(617) 261-4600 ext. 7800 or kmiller@bannerpub.com

Editorial Calendar

SPRING ISSUE 2013

Human papillomavirus

SUMMER ISSUE 2013

Stroke

FALL ISSUE 2013

Obesity

WINTER ISSUE 2014

High blood pressure

SUPPLEMENTAL INFORMATION

- The right dose – focus on medications and medication safety
- Living right – nutrition and healthy eating
- Muscle-bound – primer on exercises
- One step at a time – tips to achieving a healthy weight
- Break the habit – advice on smoking cessation
- Have you met – a brief biography of an African American scientist or doctor who has made a major contribution to the advancement of medicine

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Distribution

Be Healthy is inserted in the Bay State Banner, which is distributed in Cambridge, Charlestown, Dorchester, Downtown Boston, Hyde Park, Jamaica Plain, Mattapan, Roslindale, Roxbury, South End, Brockton, Randolph and Worcester, as well as through both in-state and out-of-state subscriptions. The Banner's readership exceeds 120,000 each week. Be Healthy is also available online at <http://behealthy.baystatebanner.com>, and through the Banner's web page at www.baystatebanner.com.

In addition to its print and online circulation, Be Healthy has been distributed to a number of private and public organizations for numerous health fairs, seminars and conferences. It has been included in the curriculum of both secondary and post-secondary educational institutions.

Professional/Public Organizations

- Alzheimer's Association of Massachusetts
- American College of Nurse Midwives
- American Diabetes Association
- American Heart Association
- American Stroke Association
- Boston Public Schools
- Center for Information and Study on Clinical Research Participation (CISCRP)
- Central Boston Elder Services
- The Family Van
- Greater Boston Sickle Cell Disease Association, Inc.
- Massachusetts Mental Health Association
- National Cancer Institute Office of Health Disparities
- Centers for Disease Control and Prevention
- The Program to Eliminate Health Disparities at the Harvard School of Public Health
- Vitamin D Council

Schools and Universities

- Boston University School of Public Health
- Dorchester High School
- Health Careers Academy
- Madison Park Vocational School
- Suffolk University
- Tougaloo College, Mississippi

Special Events

- Aware for all
- Back to School Jamboree
- United for Elders EXPO
- Cherishing our Hearts and Souls
- Diabetes EXPO
- El Planeta Health and Family



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Rates and specifications

All ads are 4— color and rates are net

Ad size	Non bleed	Bleed	Trim	Price
Full page	7.625 x 10.125	8.5 x 11.125	8.375 x 10.875	\$3,000
Half Page Horizontal	7.625 x 5	8.5 x 5.5	8.375 x 5.375	\$1,500
1/3 Vertical	3.125 x 10.125	3.625 x 11.125	3.5 x 10.875	\$1,200
1/4 page	3.375 x 5	n/a	n/a	\$750
Back Cover	n/a	8.625 x 11.125	8.375 x 10.875	\$3,500
Inside Front Cover	n/a	8.625 x 11.125	8.375 x 10.875	\$3,500
Inside Back Cover	n/a	8.625 x 11.125	8.375 x 10.875	\$3,500
Two-page Spread	n/a	17 x 11.125	16.75 x 10.875	\$7,000



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