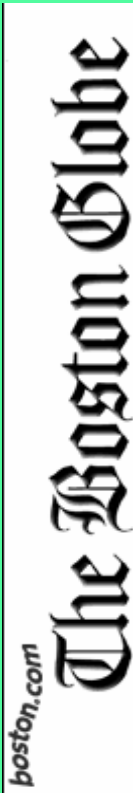




## Newspaper *Boston Globe*



### MLA STRATEGIC PARTNER PROGRAM

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With an audience of over 2.4 million readers daily and 2.1 million on Sunday, the Boston Globe delivers the biggest and best media audience in New England. Our readership is a direct result of our exceptional editorial product. With a diverse group of product offerings, Amenity Programs, Corporate Discounts and Single Copy Sponsorship Wraps, the Globe can add a bit more hospitality to your industry.

#### Amenity Programs

Making guests feel comfortable is what the lodging industry is all about. Providing the Globe to guests is a wonderful service to make them feel at home. The Globe offers:

- Discounted rates on The Boston Globe
- Flexible billing—just get charged for what is used
- Flexible order according to daily bookings
- Credit for unsold copies
- Recycling of yesterday's papers

#### Corporate Discount Program

Membership to your organization brings benefits. We would like to extend a discount on **home** delivery of the Boston Globe to all MLA members and their employees. Contact us for more information and rates.

#### Single Copy Sponsorship Wraps

This program allows you or a third party to purchase copies of the Boston Globe for distribution to the public. What makes this special is that we "wrap the paper" with your customized message. You get:

- Customized branded wrap: half page and full-page ad
- Distribution to targeted audience
- Unique promotional vehicle
- Pre-printed insertion into distributed newspapers

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