



Media Plan: By Media

M1/2007DIFS

Date/Time 2/22/2007 4:42:02 PM
 Dedham Institution for Savings
 Circulation Total..... 1,374,427

Banker and Tradesman M041 5,500

Date To Run	Identifying Headline	Section	Size
1/29/2007	"The Life of a Business is Growth."	Commercial Real Estate Monthly	35839 3/8 Square

Boston Globe Mortgage Guide-Thursdays Real Estate Section M823 276,040

Date To Run	Identifying Headline	Section	Size
1/4/2007	Mortgage Guide Listing	South and West Zones	35794 Listing
1/11/2007	Mortgage Guide Listing	South and West Zones	35795 Listing
1/18/2007	Mortgage Guide Listing	South and West Zones	35796 Listing
1/25/2007	Mortgage Guide Listing	South and West Zones	35797 Listing

Boston Globe South A & B M648 130,000

Date To Run	Identifying Headline	Section	Size
1/28/2007	"Life Back into Checking..."	South A/B	35835 4x6

Boston Globe South A & B/West A M821 570,000

Date To Run	Identifying Headline	Section	Size
1/7/2007	"Life Back into Banking..."	South A/B and West A	35832 4x6
1/14/2007	"Life Back into Banking..."	South A/B and West A	35834 4x6
1/21/2007	"Life Back into Checking..."	South A/B and West A	35833 4x6

Bulletin Newspapers (10) M759

Date To Run	Identifying Headline	Section	Size
1/1/2007	"Dedham Savings" Your Bank	Bulletin Newspapers/Hyde	35820 1.25x1.25 Banner

CNC: Needham Times M684 11,916

Date To Run	Identifying Headline	Section	Size
1/4/2007	"Hybrid Car Loans: 5.75/6.25"	ROP	35821 3x8

CNC: Norwood Bulletin M804 3,897

Date To Run	Identifying Headline	Section	Size
1/11/2007	"Hybrid Car Loans: 5.75/6.25 w/LifeBanking"	ROP	35822 3x8

CNC: Sharon Advocate M148 14,364

Date To Run	Identifying Headline	Section	Size
1/12/2007	"Athlete of the Week..."		35825 Sponsorship

1/19/2007	"Life Back into Banking..."	ROP	35823	4x6
1/26/2007	"Athlete of the Week..."		35826	Sponsorship
CNC: The Daily News Transcript		M148	13,322	
Date To Run	Identifying Headline	Section		Size
1/12/2007	"Athlete of the Week..."		35827	Sponsorship
1/26/2007	"Athlete of the Week..."		35828	Sponsorship
CNC: Westwood Press		M439	4,788	
Date To Run	Identifying Headline	Section		Size
1/25/2007	"Hybrid Car Loans: 5.75/6.25 w/LifeBanking""	ROP	35824	3x8
Comcast Spotlight		M023	253,500	
Date To Run	Identifying Headline	Section		Size
1/21/2007	"Life Back into Banking..."	CNN, ESPN, FOX, NECN, TBS, USA...	35819	
Dedham Times		M429	9,600	
Date To Run	Identifying Headline	Section		Size
1/12/2007	"Hybrid Car Loans: 5.75/6.25 w/LifeBanking"	ROP	35829	3x8
1/19/2007	"Life Back into Banking..."	ROP	35830	4x6
1/26/2007	"Life Back into Checking..."	ROP	35831	4x6
Google, Inc.		M817		
Date To Run	Identifying Headline	Section		Size
1/1/2007	Internet Advertising	Internet Advertising	35836	
Hometown Weekly		M588	24,000	
Date To Run	Identifying Headline	Section		Size
11/9/2006	"Great Rates: 3m-4.25, 6m-4.75, 1y-5.12"	Rate Adjustment	35723	4x6
11/30/2006	"Great Rates: 3m-4.25, 6m-4.75, 1y-5.12"	Rate Adjustment	35837	4x6
Walpole Times		M149	7,500	
Date To Run	Identifying Headline	Section		Size
1/18/2007	"LifeBanking."	Year in Review Special Section	35838	Full Page
Women's Business		M635	50,000	
Date To Run	Identifying Headline	Section		Size
1/1/2007	"Talk Business with Us!" with LifeBanking	ROP	35812	Half Page
2/1/2007	"Talk Business with Us!" with LifeBanking	ROP	35813	Half Page