



Media Plan: By Media

M1/2008DIFS

Date/Time 12/24/2007 4:42:02 PM
 Dedham Institution for Savings
 Circulation Total..... 967,332

Banker and Tradesman M041 5,500

Date To Run	Identifying Headline	Section	Size
1/28/2008	"Are You Interested in a Business Loan?"	Commercial Real Estate Monthly	36222 3/8 Square

Boston Globe South B/West A M824 357,348

Date To Run	Identifying Headline	Section	Size
1/6/2008	"Reward Checking"	South B/West A	36223 4x6
1/13/2008	"Reward Checking"	South B/West A	36224 4x10
1/20/2008	"Reward Checking"	South B/West A	36226 4x10
1/27/2008	"Reward Checking"	South B/West A	36227 4x10

CNC: Needham Times M684 11,916

Date To Run	Identifying Headline	Section	Size
1/3/2008	"Reward Checking"	ROP	36229 4x6

CNC: Norwood Bulletin M804 7,794

Date To Run	Identifying Headline	Section	Size
1/10/2007	"Reward Checking"	ROP	36230 4x6
1/31/2007	"Reward Checking"	ROP	36233 4x6

CNC: Sharon Advocate M148 14,364

Date To Run	Identifying Headline	Section	Size
1/4/2008	"Athlete of the Week..."		36217 Sponsorship
1/18/2008	"Athlete of the Week..."		36218 Sponsorship
1/18/2008	"Reward Checking"	ROP	36231 4x6

CNC: The Daily News Transcript M148 13,322

Date To Run	Identifying Headline	Section	Size
1/4/2008	"Athlete of the Week..."		36219 Sponsorship
1/18/2008	"Athlete of the Week..."		36220 Sponsorship

CNC: Westwood Press M439 4,788

Date To Run	Identifying Headline	Section	Size
1/25/2008	"Reward Checking"	ROP	36232 4x6

Comcast Spotlight		M023	507,000
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Date To Run	Identifying Headline	Section	Size
1/1/2008	"Online Banking"	CNN, ESPN, FOX, NECN, TBS, USA...	36254
1/1/2008	"Reward Checking"	CNN, ESPN, FOX, NECN, TBS, USA...	36221

Dedham Times		M429	12,800
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Date To Run	Identifying Headline	Section	Size
1/4/2008	"Reward Checking"	ROP	36234 4x6
1/11/2008	"Reward Checking"	ROP	36237 4x6
1/18/2008	"Reward Checking"	ROP	36235 4x6
1/25/2008	"Reward Checking"	ROP	36236 4x6

Walpole Times		M149	7,500
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Date To Run	Identifying Headline	Section	Size
1/17/2008	"Reward Checking"	Year in Review Special Section	36238 Half Page

Women's Business		M635	25,000
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Date To Run	Identifying Headline	Section	Size
1/1/2008	"Reward Checking"	ROP	36216 Half Page Square