



Media Plan: By Media

M2/2008DIFS

Date/Time 1/28/2008 4:42:02 PM
 Dedham Institution for Savings
 Circulation Total..... 1,123,664

Banker and Tradesman M041 5,500

Date To Run	Identifying Headline	Section	Size
2/25/2008	"Are You Interested in a Business Loan?"	Commercial Real Estate Monthly	36284 3/8 Square

Boston Globe South A & B/West A M821 760,000

Date To Run	Identifying Headline	Section	Size
2/3/2008	"Fixed Mortgage 5.50%"	South A/B and West A	36267 4x6
2/10/2008	"Fixed Mortgage 5.50%"	South A/B and West A	36268 4x6
2/17/2008	"Fixed Mortgage 5.50%"	South A/B and West A	36269 4x6
2/24/2008	"Fixed Mortgage 5.50%"	South A/B and West A	36270 4x6

CNC: Needham Times M684 23,832

Date To Run	Identifying Headline	Section	Size
2/7/2008	"Fixed Mortgage 5.50%"	ROP	36274 4x6
2/21/2008	"Fixed Mortgage 5.50%"	ROP	36275 4x6

CNC: Norwood Bulletin M804 3,897

Date To Run	Identifying Headline	Section	Size
2/14/2007	"Fixed Mortgage 5.50%"	ROP	36276 4x6

CNC: Sharon Advocate M148 14,364

Date To Run	Identifying Headline	Section	Size
2/8/2008	"Athlete of the Week..."		36261 Sponsorship
2/22/2008	"Athlete of the Week..."		36262 Sponsorship
2/29/2008	"Fixed Mortgage 5.50%"	ROP	36277 4x6

CNC: The Daily News Transcript M148 19,983

Date To Run	Identifying Headline	Section	Size
2/1/2008	"Athlete of the Week..."		36263 Sponsorship
2/15/2008	"Athlete of the Week..."		36264 Sponsorship
2/29/2008	"Athlete of the Week..."		36265 Sponsorship

CNC: Westwood Press M439 4,788

Date To Run	Identifying Headline	Section	Size
2/14/2008	"Fixed Mortgage 5.50%"	ROP	36278 4x6

Comcast Spotlight	M023	253,500
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Date To Run	Identifying Headline	Section	Size
2/1/2008	"Reward Checking," "Online Banking"	CNN, ESPN, FOX, NECN, TBS, USA...	36266

Dedham Times	M429	12,800
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Date To Run	Identifying Headline	Section	Size
2/8/2008	"Fixed Mortgage 5.50%"	ROP	36279 4x6
2/15/2008	"Fixed Mortgage 5.50%"	ROP	36280 4x6
2/22/2008	"Fixed Mortgage 5.50%"	ROP	36281 4x6
2/29/2008	"Fixed Mortgage 5.50%"	ROP	36282 4x6

Women's Business	M635	25,000
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Date To Run	Identifying Headline	Section	Size
3/1/2008	"Fixed Mortgage 5.50%"	ROP	36256 Half Page Square