



# Media Plan: By Media

M3/2008DIFS

Date/Time 2/29/2008 4:42:02 PM  
 Dedham Institution for Savings  
 Circulation Total..... 1,304,977

**Banker and Tradesman M041 5,500**

Date To Run	Identifying Headline	Section	Size
3/31/2008	"Are You Interested in a Business Loan?"	Commercial Real Estate Monthly	36287 3/8 Square

**Boston Globe South A & B/West A M821 950,000**

Date To Run	Identifying Headline	Section	Size
3/2/2008	"Reward Checking"	South A/B and West A	36293 4x6
3/9/2008	"Reward Checking"	South A/B and West A	36294 4x6
3/16/2008	"Trust Services"	South A/B and West A	36295 4x6
3/23/2008	"Reward Checking"	South A/B and West A	36297 4x6
3/30/2008	"IRA: Action Time" with DIF"	South A/B and West A	36292 4x6

**Cinema Marketing Group M805 6,000**

Date To Run	Identifying Headline	Section	Size
4/1/2008	Dedham Savings Theater Ads	Annual Placement	36286 Cinema Screen

**CNC: Needham Times M684 23,832**

Date To Run	Identifying Headline	Section	Size
3/6/2008	"Reward Checking"	ROP	36307 4x6
3/20/2008	"Trust Services"	ROP	36308 4x6

**CNC: Norwood Bulletin M804 3,897**

Date To Run	Identifying Headline	Section	Size
3/27/2007	"Reward Checking"	ROP	36309 4x6

**CNC: Prkwy/WRxbryT M650 7,944**

Date To Run	Identifying Headline	Section	Size
3/13/2008	"First Time Home Buyers...B. Somerville"	ROP	36300 4x6

**CNC: Sharon Advocate M148 14,364**

Date To Run	Identifying Headline	Section	Size
3/7/2008	"Athlete of the Week..."		36288 Sponsorship
3/21/2008	"Athlete of the Week..."		36289 Sponsorship
3/21/2008	"Reward Checking"	ROP	36310 4x6

<b>CNC: The Daily News Transcript</b>		<b>M148</b>	<b>13,322</b>
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Date To Run	Identifying Headline	Section	Size
3/14/2008	"Athlete of the Week..."		36290 Sponsorship
3/28/2008	"Athlete of the Week..."		36291 Sponsorship

<b>CNC: Westwood Press</b>		<b>M439</b>	<b>4,788</b>
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Date To Run	Identifying Headline	Section	Size
3/27/2008	"Reward Checking"	ROP	36311 4x6

<b>Comcast Spotlight</b>		<b>M023</b>	<b>253,500</b>
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Date To Run	Identifying Headline	Section	Size
3/1/2008	"Answer Center," "Jumbo Mortgage(No RATES)." "Reward Checkinq"	CNN, ESPN, FOX, NECN, TBS, USA...	36299

<b>Dedham Times</b>		<b>M429</b>	<b>12,800</b>
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Date To Run	Identifying Headline	Section	Size
3/7/2008	"Reward Checking"	ROP	36303 4x6
3/14/2008	"Trust Services"	ROP	36304 4x6
3/21/2008	"Reward Checking"	ROP	36305 4x6
3/28/2008	"Reward Checking"	ROP	36306 4x6

<b>Hyde Park Tribune/Tribune Publications</b>		<b>M631</b>	<b>5,330</b>
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Date To Run	Identifying Headline	Section	Size
3/27/2008	"First Time Home Buyers...B. Somerville"	ROP	36302 4x6

<b>Jamaica Plain Citizen/Tribune Publications</b>		<b>M736</b>	<b>3,700</b>
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Date To Run	Identifying Headline	Section	Size
3/20/2008	"First Time Home Buyers...B. Somerville"	ROP	36301 4x6