



Media Plan: By Media

M7/2007DIFS

Date/Time 6/27/2007 4:42:02 PM
 Dedham Institution for Savings
 Circulation Total..... 1,159,727

Banker and Tradesman M041 5,500

Date To Run	Identifying Headline	Section	Size
7/30/2007	"Are You Interested in a Business Loan?"	Commercial Real Estate Monthly	36013 3/8 Square

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

Date To Run	Identifying Headline	Section	Size
7/5/2007	Mortgage Guide Listing	South and West Zones	36004 Listing
7/12/2007	Mortgage Guide Listing	South and West Zones	36005 Listing
7/19/2007	Mortgage Guide Listing	South and West Zones	36006 Listing
7/26/2007	Mortgage Guide Listing	South and West Zones	36007 Listing

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

Date To Run	Identifying Headline	Section	Size
7/8/2007	"LifeBanking Checking: No Transaction Fees" with DIF	South A/B and West A	36014 4x6
7/15/2007	"LifeBanking Checking: No Transaction Fees" with DIF	South A/B and West A	36021 4x6
7/29/2007	"LifeBanking Checking: Fifty-Plus"	South A/B and West A	36015 4x6

CNC: Needham Times M684 11,916

Date To Run	Identifying Headline	Section	Size
7/26/2007	"LifeBanking Checking: Fifty-Plus"	ROP	36020 4x6

CNC: Norwood Bulletin M804 3,897

Date To Run	Identifying Headline	Section	Size
7/12/2007	"Hybrid Car Loans: 5.75/6.25 w/LifeBanking"	ROP	36017 3x8

CNC: Sharon Advocate M680 14,364

Date To Run	Identifying Headline	Section	Size
7/6/2007	"Hybrid Car Loans: 5.75/6.25 w/LifeBanking"	ROP	36018 3x8
7/13/2007	"Athlete of the Week..."		36008 Sponsorship
7/27/2007	"Athlete of the Week..."		36009 Sponsorship

CNC: The Daily News Transcript M148 13,322

Date To Run	Identifying Headline	Section	Size
7/6/2007	"Athlete of the Week..."		36010 Sponsorship
7/20/2007	"Athlete of the Week..."		36011 Sponsorship

CNC: Westwood Press		M439	4,788
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Date To Run	Identifying Headline	Section	Size
7/19/2007	"Hybrid Car Loans: 5.75/6.25 w/ LifeBanking"	ROP	36019 3x8

Comcast Spotlight		M023	253,500
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Date To Run	Identifying Headline	Section	Size
7/1/2007	"Mortgages" and "LifeBanking"	CNN, ESPN, FOX, NECN, TBS, USA...	36012

Dedham Times		M429	6,400
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Date To Run	Identifying Headline	Section	Size
7/13/2007	"Hybrid Car Loans: 5.75/6.25 w/LifeBanking"	ROP	36022 3x8
7/27/2007	"LifeBanking Checking: Fifty-Plus"	ROP	36023 4x6