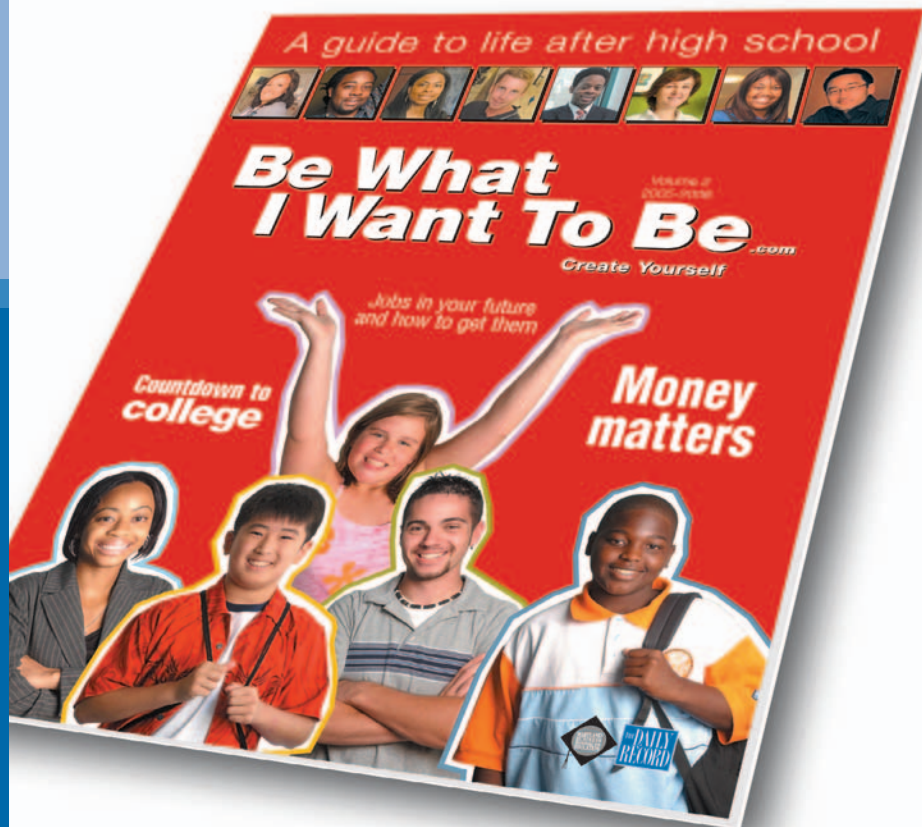




# 2006 BE WHAT I WANT TO BE

A Guide to Life After High School



Enable the coming Generation to make career and schooling decisions with *Be What I Want to Be*.

*Be What I Want to Be* is a magazine designed to help Maryland high school students understand they have choices when it comes to their education and their careers.

*Be What I Want to Be* challenges today's students to focus on their futures whether it's a four-year college, community college, career training, the military, or the work force.

This magazine will be distributed through the Maryland Business Roundtable to every 9th grade student in Maryland. This means more than 90,000 copies of the magazine.

## DATES AND DEADLINES

Publication dates	Space deadline	Materials deadline
October 6, 2006	Sept. 1	Sept. 20

## ADVERTISING RATES

Magazine (8-3/8" x 10-3/4")

Space	Rate	Width	Depth
Full Page	\$3864	7 3/8" (3 Cols.)	10 1/4"
2/3 Page Square	3333	4 5/8" (2 Cols.)	9 7/8"
1/2 Page Vertical	1996	4 5/8" (2 Cols.)	7 3/8"
1/3 Page Square	1001	4 5/8" (2 Cols.)	4 7/8"
1/6 Page Vertical	671	2 1/4" (1 Col.)	4 7/8"
Back Cover (Glossy stock)	4984	7 3/8" (3 Cols.)	10 1/4"
Inside Cover (Glossy stock)	4443	7 3/8" (3 Cols.)	10 1/4"

- 6 Time rate reflects a 15% discount
- Back and inside cover rates includes four-color
- Color Charges: \$250 process/PMS-color, \$500 four-color
- Agency Commission: 15% to qualified agencies providing camera-ready copy

## SPONSORSHIP RATES

(Limited to two)

- Your logo on the index page • A two-page, four-color ad spread • 100 extra copies of the publication • Your logo in promotional advertising • Six full-page ROP ads to run in The Daily Record • Your banner ad on The Daily Record & Maryland Business Roundtable web-sites

**Sponsorship Rate: \$6,821** (value: \$8,527)



A portion of advertising revenue will be donated to the Maryland Business Roundtable.

TO RESERVE YOUR SPACE, CALL **410.752.1717** TODAY.