



we're a Website created by a bunch of recent college grads in Boston with no business talent who are looking to thrive in a "dying" industry. we only have...

Blast is an online magazine focused on smartass, spoiled, rotten, debt-ridden Generation Y and Z kids born in the late 70s, the 80s and now - **GASP** - the 90s.

We were founded in 2006 in Boston and have expanded to include editions in New York, San Diego, and Miami with others planned.

Every month, we put out a new "issue" with a cover, artwork and feature articles, but every day we're bringing our 250,000 monthly readers fresh news, reviews, and editorial content - creating a hybrid magazine experience on the Internet.

Wit and charm

More than 100

Foreign bureaus

Reporters all over the US

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- the only publication

More than a dozen blogs

A nose for news

Tons of original

Video and multimedia content daily

A sense of humor

A corner on the video game industry

A need ... for your money

2010 Media Kit

The shameless pitch

OK, here's the deal – you need us and we need you.

You run a business, and you want to reach teens and 20-somethings in Boston and elsewhere around the country on the Internet, using banners, text links, flash, pre-roll video and whatever other way you can get your grubby little hands on our readers.

WE reach hundreds of thousands of young people who are looking for information on movies, music, video games, clothes, sex/relationships, food, drink, shopping, health, the environment, breaking news and more. You can reach those people (and your advertising goals) by sponsoring BlastMagazine.com or any of our blogs or other sites.

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Brass tacks

The easiest way to advertise on Blast is with an image or flash banner ad.

	MONTHLY	YEARLY
Home Page of BlastMagazine.com		
728x90 leaderboard (top)	\$399	\$4,299
300x250 box	\$349	\$3,799
300x600 box	\$499	\$4,999
Skyscraper	\$349	\$3,799
728x90 leaderboard (bottom)	\$199	\$1,999
All articles in a section		
728x90 leaderboard (top)	\$399	\$4,299
300x250 box	\$349	\$3,799
300x600 box	\$499	\$4,999
Skyscraper	\$349	\$3,799
728x90 leaderboard (bottom)	\$199	\$1,999
Section pages (eg. /games)		
728x90 leaderboard (top)	\$249	\$2,799
300x250 box	\$199	\$1,999
300x600 box	\$299	\$3,299
Skyscraper	\$249	\$2,799
728x90 leaderboard (bottom)	\$99	\$999
Any blog (includes blog page and posts)		
Same as section pages		
Whole site		
Interstitial (interrupting) ad 800x600	\$999	\$9,999
728x90 leaderboard (top)	\$699	\$6,999
728x90 leaderboard (bottom)	\$399	\$3,999
300x250 square	\$549	\$5,499
Site skin (left and right)	\$899 (weekly)	\$1999 (monthly)
For a permanent ad on any single article, pay the 1-month "all articles" rate.		Yearly ads may be changed once per month
Ads must be flash, GIF, JPEG, or PNG	Interstitial ads appear once per session maximum	All ads rotate up to 3x. Pay double for exclusivity on any spot.
Video pre-roll	CALL	CALL

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