Established 1872

Legacy Still Cloudy

COMMERCIAL INTERESTS

Degree, Menino’s

With Honorary

Van Voorhis Argues

BY SCOTT VAN VOORHIS

Stifling Critics

The news last week that HYM Investment Group is moving forward with a plan to redevelop the Government Center Garage in Downtown Boston was the most recent announcement from the development community looking to erect towering new buildings, some that are essentially mini-neighborhoods unto themselves.

HYM’s 2.4-million-square-foot project joins a list of projects attempting to go big again building big in Boston.

MHP first launched its existing SoftSecond mortgage program (MHP) is revamping its first-time home buyer program in the MassHousing Partnership Rolls Out New Loan Product

Aim Is To Draw In More Lenders

A NEW LOAN IN TOWN

MassHousing Partnership Rolls Out New Loan Product

PHASE 1

FIRST BUILDING: 2,350 square feet of retail space. A 470 feet on 45 floors. Includes 9,050 square feet

SECOND BUILDING: 137,100-square-foot office asset to stand at 125 feet on nine floors. Includes 20,300 square

THIRD BUILDING: property standing at 60 feet on

Continued on Page 10

Continued on Page 7

A NEW LOAN IN TOWN

While the primary loan conformed to Fannie Mae guidelines, the SoftSecond have to remain on portfolios. Over time,

PHASE 4

FIRST BUILDING: 2,350 square feet of retail space. A 470 feet on 45 floors. Includes 9,050 square feet

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Advertising Opportunities

Total Banker & Tradesman Audience: ........................................... 10,500
Total Print Distribution: ................................................................. 3,000
Total E-News Distribution: ............................................................. 10,500
Paid Weekly Print Circulation: ....................................................... 2,500
Total Weekly Print Readership: ...................................................... 8,750
Pass Along Readership Rate: ......................................................... 2.5 per copy

Primary Readers of Banker & Tradesman Include:
Real estate investors; real estate brokers; developers; builders
and contractors; commercial property owners; bankers and
lenders; mortgage bankers and brokers; government agencies;
and real estate professional services, including legal, insurance,
accounting and appraisal.

ADVERTISING RATES
Banker & Tradesman is a weekly publication.

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<th>AD SIZE</th>
<th>12 TIMES</th>
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Pricing is per issue  •  All rates are net  •  Ad close dates are 10 days prior to issue dates.

ONLINE ADVERTISING RATES
Exclusive positioning for three days per week, traffic
statistics included. Pricing shown is per month

BANKER & TRADESMAN DAILY E-NEWS

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BANKER & TRADESMAN WEBSITE

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SPECIAL FOCUSES

January 13 - 2014 Mortgage Outlook
The money for your real estate purchase, development, or business expansion is out there. Learn how to navigate the new landscape to get it.

February 10 - Residential RE Outlook
SEMINAR SPONSORSHIP OPPORTUNITY
Industry experts discuss key issues affecting the residential real estate market and offer their insights about prospects for the Massachusetts real estate industry this year.

February 24 - Growth Explosion
A look at the Seaport, and the repercussions inside and outside a particular area when there’s a growth explosion.

March 10 - Top Lenders
Saluting the top producers of 2013 in the real estate lending industry.

March 17 - Wealth Management
Investors have learned hard lessons.

April 14 - Green Building
Where are the biggest benefits, and when does ROI kick in?

May 12 - Community Bank Heroes
EVENT SPONSORSHIP OPPORTUNITY
Spotlighting community bank leaders who stand out from their peers and help make the communities they serve better places for all.

May 19 - Bank Compliance
New regulation implementation is on the way.

June 16 - New Media Marketing
SEMINAR SPONSORSHIP OPPORTUNITY
Leverage Twitter, Facebook, LinkedIn, podcasts, blogging and online videos to maximize your marketing potential.

July 14 - Women of FIRE
EVENT SPONSORSHIP OPPORTUNITY
Saluting women who stand out professionally and personally, advancing their professions and enriching the lives of others – winners of Banker & Tradesman’s 2013 Women of Finance, Insurance and Real Estate (FIRE) awards.

July 21 - Insurance Trends
Title insurance changes, errors & omissions.

August 11 - Fast 50
Recognizing the 50 fastest-growing mortgage lenders in Massachusetts.

August 18 - Business Profiles
We will help tell your story.

September 15 - Credit Union Heroes
EVENT SPONSORSHIP OPPORTUNITY
Honoring credit union employees who epitomize commitment to member service and volunteerism in their communities.

September 22 - Legal Trends

October 12 - B&T’s Best
Banker & Tradesman’s annual reader poll results issue, honoring the BEST vendors in the real estate and financial markets.

November 17 - Continuing Education
Required continuing education – who needs what and when; resurging online education; and Dodd-Frank changes are coming.

December 15 - Attracting Business with Tax Breaks
Which side’s ROI calculation is right? How does it affect the real estate market.

Further target your buying audience through our regular focused editorial sections:

- Business & Lending
- Commercial & Industrial
- CRE Insider
- Residential Real Estate
- By the Numbers
- Official Records

WITHIN CRE INSIDER
On a monthly basis, our team of experts bring you the latest commercial real estate news, exposing the drama behind the deals and how they impact the Massachusetts economy.

Delivered at the end of each of month.

MONTHLY BONUS DISTRIBUTION

January 500 copies
New England Mortgage Expo, BankWorld

March 300 copies
NAIOP MA seminar, mortgage brokers

April 300 copies
The Great New England Credit Union Show, Business Profile clients

May 500 copies
NEFMA spring conference, Real Estate Mass Spring Conference, NAIOP - Suburban Transformation Bus Tour

June 300 copies
New Media Marketing, Social Media Breakfast, New York Bank Board Conference, commercial real estate brokers, mortgage brokers

July 300 copies
Women of FIRE Awards, Investors

August 300 copies
Commercial Real estate brokers, mortgage brokers

September 500 copies
Banking New England conference, Legal Conference Credit Union Heroes, NEMBC (MMBA)

October 300 copies
NEFMA fall conference, NAIOP MA seminar

November 300 copies
ABX Architecture Boston show, Real Estate Massachusetts Annual Conference, Building Owners

December 300 copies
Commercial and Residential RE brokers
3 WAYS TO EXTEND YOUR REACH

PRINT

Our independent editorial staff drills deep into the issues affecting real estate and finance in Massachusetts. Only Banker & Tradesman readers can tap into the most important information impacting their businesses. Armed with a wealth of news and data, our readers are the most informed, educated and powerful leaders in the local business scene.

Columns and regular features include:
- **Industry News** - News and trends in the banking, real estate and financial services scene.
- **Records and Research** - Statewide real estate and credit records transactions compiled weekly for easy reading and analysis.
- **Print Exclusives** - Print-only features, like By The Numbers, Hot Property and Gossip Report.
- **Special Supplements** - Hone in on industry specific topics, such as commercial real estate, law, housing and banking.

ONLINE

**E-NEWS**

Bankerandtradesman.com
Develop more leads 24 hours a day.
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Readers tap into the latest news and events, as well as our much sought-after real estate transactions and data. Find archived stories, podcasts, and more.
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**Banker & Tradesman Daily E-News**
Deliver your daily message to 10,500 readers via email.
Associate your business with the region’s most trusted business publication.
Advertising on Banker & Tradesman Daily Email links your company with the market’s business decision makers while also serving as a gateway to more information about you and your product via embedded links to your site.
You can leverage your position in the Banker & Tradesman print product by adding to your exposure.

EVENTS

Comprehensive conferences and trade shows for the real estate and financial industries. The Warren Group’s successful model for industry-specific conferences serves professionals and service providers throughout New England. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of real estate and finance professionals together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments and managers.

**2014 Events include:** Residential Real Estate Outlook, New Media Marketing, Community Bank Heroes, Women of FIRE and Credit Union Heroes.

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