

BOSTONUSA.COM AD PLACEMENTS & SPECIFICATIONS

PREMIUM PAGE SPONSOR

AT YOUR FEET

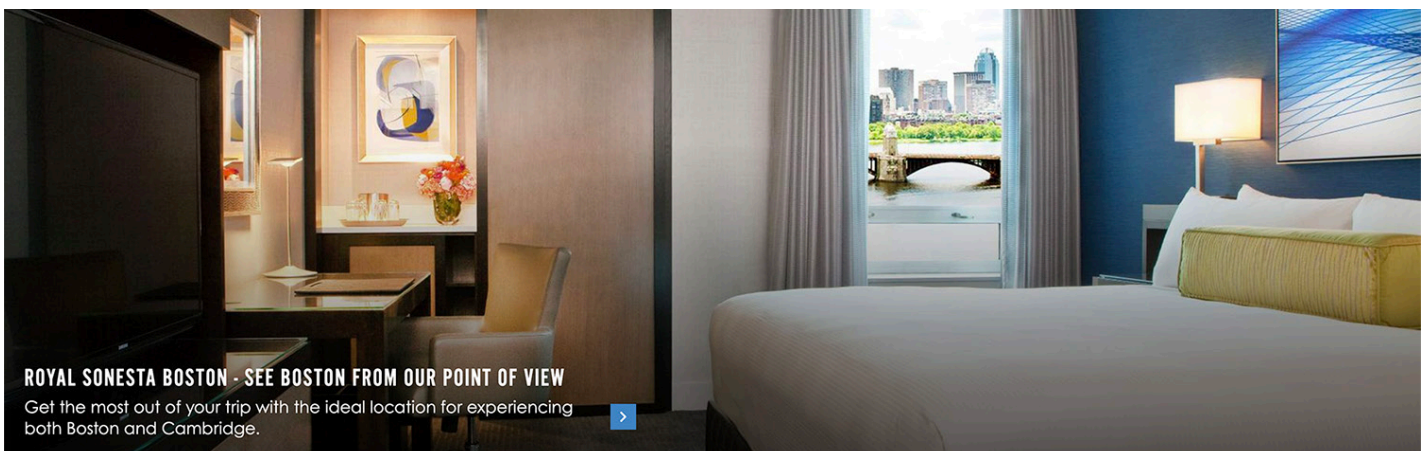
HARVARD SQUARE

You can soak in the sights with this guided tour from Cambridge Office for Tourism. Build your own map and get to know the heart of Cambridge on foot!



- **Specs:** Photo (905w x 605h pixels); Headline (35 characters including spaces); Body (170 chars.)
- Intended for an integrated digital plan which includes a click-through to a dedicated blog promoted through GBCVB's social channels.
- Blog will contain a click-through to the member/advertiser website.
- Available on the home page or targeted pages such as **Things To Do, Hotels, Restaurants, Events, or Plan.**

HEADER IMAGE SPONSOR



ROYAL SONESTA BOSTON - SEE BOSTON FROM OUR POINT OF VIEW

Get the most out of your trip with the ideal location for experiencing both Boston and Cambridge.



- **Specs:** Photo (2393w x 747h pixels min.); Headline (87 chars. including spaces); Body (100 chars.)
- Intended for an integrated digital plan which includes a click-through to a dedicated blog promoted through GBCVB's social channels.
- Blog will contain a click-through to the member/advertiser website.
- Available on targeted pages such as **Things To Do, Hotels, Restaurants, Events, or Plan.**
Not available on the home page.



GREATER BOSTON CONVENTION & VISITORS BUREAU

PREMIUM TARGETED PLACEMENT or PREMIUM ROTATING PLACEMENT



Boston Public Library is America's first public library serving the city of Boston with 27 neighborhood branch libraries and a collection of over 33 million items. >



Grab your best gal pals and take a stroll on the Yummy Walk... fun and delicious walking, food tasting, and discovery tours. >

- **Specs:** Photo (589w x 392h pixels; Headline (55 characters including spaces); Body (242 characters)
- Available on home page or targeted pages: **Things To Do, Hotels, Restaurants, Events, or Plan**
- Choose an integrated digital plan OR a direct click-through to the member/advertiser website

SPOTLIGHT



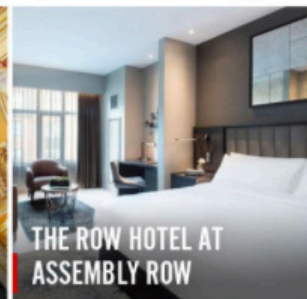
Dine and dance with a skyline backdrop! A spirit cruise promises fun from start to finish for groups of all sizes. >



The brick oven sets this Italian restaurant apart. Serving pastas, entrees and pizzas cooked to perfection. >



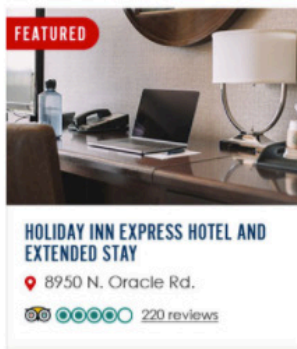
Even when the house is dark, our stage is always lit. Now offering tours 7 days per week. Book today! >



Brand new luxury hotel in the heart of Boston's Assembly Row, a booming new neighborhood to gather, stay and play. >

- **Specs:** Photo (906w x 605h pixels; Headline (65 characters including spaces); Body (84 characters)
- Direct click-through to the member/advertiser website (provide url)
- Available on the home page and targeted pages such as **Things To Do, Hotels, Restaurants, Events**, and active campaign pages

FEATURED LISTING



MOBILE BANNER



- **Mobile banner ads** are run of site and receive 15 - 25% SOV. Direct click-through to the member/advertiser website. **Specs:** Photo (75w x 50h pixels); Headline (35 characters including spaces); Body (13 characters; Clickthrough URL
- **Featured Listings** rise to the top in any specified business category listing. **Specs:** No additional creative materials are necessary; pulls content from your existing listing detail page.