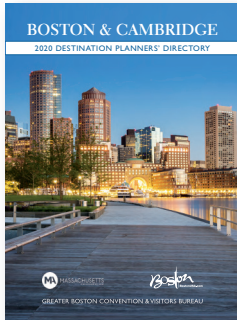




## DESTINATION PLANNERS' DIRECTORY



### FEATURES:

- Detailed listings of all GBCVB members
- Comprehensive Accommodation & Unique Venue chart listings with meeting space, capacities, amenities and facility descriptions
- Restaurant/Dining information including type of cuisine and private dining rooms
- Editorial for meeting and tour planners featuring What's New and What's Possible along with keys to a successful meeting
- Highlights of Boston, Cambridge and Beyond
- Detailed Maps of Boston, Cambridge, Greater Boston and MBTA

### DISTRIBUTION

•Direct-mailed to an exclusive list of meeting and travel professionals working on citywide, regional, in-house and small meetings, as well as special events, group tours and individual itineraries.

•GBCVB Convention Sales team references and distributes the DPD in their outreach to meeting planners and when attending key meeting market trade shows.

•Available online at BostonUSA.com in an interactive format. The GBCVB markets Boston as a meeting destination and directs planners to the resources and information on BostonUSA.com.


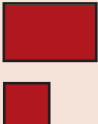



•GBCVB Tourism Sales uses the DPD in its outreach to travel professionals, tour operators and receptive tour operators domestically at shows such as American Bus Association Marketplace, National Tour Association Travel Exchange and the Student & Youth Travel Association's annual convention. The DPD is distributed annually to international tour operators at various domestic and inbound international trade shows such as IPW, ITB Berlin, World Travel Market and Discover New England Tourism Summit and is used on sales missions and familiarization trips.

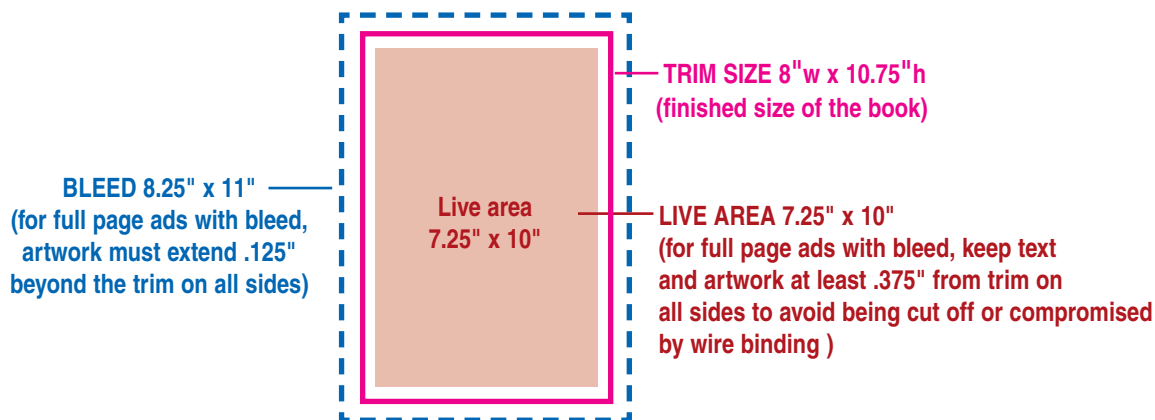
### 2020 GBCVB MEMBERS RATES

AD SIZE	RATE	PREMIUM POSITION	DEADLINES	
Full Page	\$7,500	Inside Front Cover	\$8,800	Ad Reservations: September 25, 2020
1/2 Page	\$5,500	Inside Back Cover	\$8,800	Ad Materials: October 23, 2020
1/4 Page	\$4,000	Back Cover	\$9,950	Publication Break: December 2020
		Table of Contents	\$8,800	Circulation: 2,500 wire-bound
		Page One	\$8,800	4,000 web keys and interactive online pdf

### TO ADVERTISE, PLEASE CONTACT:

**Cara Bednar**  
Senior Sales Manager of Publications  
Greater Boston Convention & Visitors Bureau  
cbednar@bostonusa.com or (781) 424-3760

MECHANICAL REQUIREMENTS	(width x height)	
FULL PAGE WITH BLEED	8.25" x 11"	
FULL PAGE NON-BLEED	7" x 9.75"	
1/2 PAGE HORIZONTAL	7" x 4.75"	
1/2 PAGE VERTICAL	3.375" x 9.75"	
1/4 PAGE VERTICAL	3.375" x 4.75"	



**MATERIALS**

**PDF file only.** CMYK color. Fonts embedded. No transparency (flatten before submitting).

**Images:** 300 dpi (continuous tone) and 1200 dpi or greater (line art). Text in non-vector formats, such as TIFF or JPEG images, is not recommended.

**Borders:** All ads except full bleed must have borders. No artwork should penetrate borders.

**Production fee/services:** Charges may be assessed for electronic file intervention, including production changes and altering supplied advertiser materials.

**Cara Bednar**

Senior Sales Manager of Publications  
781-424-3760 • cbednar@bostonusa.com