



BOSTON & CAMBRIDGE DESTINATION PLANNING GUIDE

**A comprehensive resource for planning meetings and events
in Boston, Cambridge and Greater Boston**

The Destination Planning Guide is filled with detailed listings of GBCVB members, accommodation and unique event site chart listings with meeting space capacities and amenities, restaurant information including private dining space, professional services and transportation companies - it's everything the meeting planner needs.

CIRCULATION: 1,000 COPIES AND ONLINE DIGITAL GUIDE

Advertisers receive the added value of both print and digital exposure.

Distribution: Referenced and distributed by the GBCVB Convention Sales team in their outreach to meeting planners and by GBCVB Tourism Sales in its outreach to travel professionals, tour operators and group travel planners.

Key sales collateral piece at meeting market trade shows.

Direct request: Prominently featured on Bostonusa.com/meetings and mailed directly to planners requesting information.

Supported by meeting campaign ads in Smart Meetings, MPI and USAE, directing planners to the resources on BostonUSA.com/meetings.

Online: Integrated reach with the interactive digital guide posted on Bostonusa.com/meetings. Drive qualified traffic to your website through clickable url links.

TO ADVERTISE, PLEASE CONTACT:

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AD SIZE

Full Page	\$5,000
1/2 Page	\$3,500
1/4 Page	\$2,000

PREMIUM PLACEMENT

Inside Front Cover	\$6,500
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DEADLINES EXTENDED:

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