



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 and event 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 campaigns in major industry trades, 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.

AD SIZE

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

PREMIUM PLACEMENT

Inside Front Cover	\$6,500
Inside Back Cover	\$6,500
Back Cover	\$7,500
Table of Contents	\$6,500
Page One	\$6,500

DEADLINES

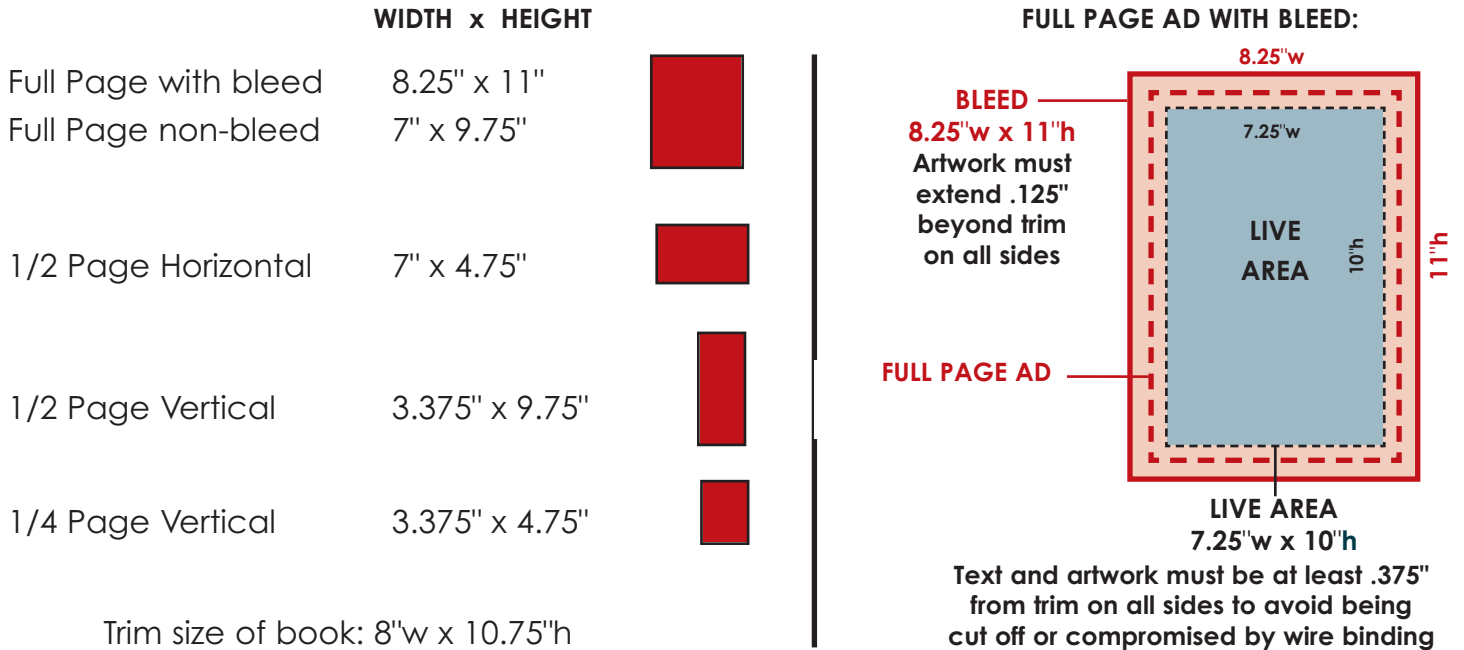
Ad Reservations:	January 14, 2022
Ad Materials:	January 28, 2022
Publication Break:	April 2022
Reserve by	December 17 to save 10%

TO ADVERTISE, PLEASE CONTACT:

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MECHANICAL REQUIREMENTS



DEADLINES

Ad Reservations: January 14, 2022

Ad Materials: January 28, 2022

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.

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