

# 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 Meet Boston partners, 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: 1,200 COPIES AND ONLINE DIGITAL GUIDE

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

**Distribution:** Referenced and distributed by the Meet Boston Convention Sales team in their outreach to meeting planners and by Meet Boston 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 MeetBoston.com and mailed directly to planners requesting information.

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

**Online:** Integrated reach with the interactive digital guide posted on MeetBoston.com. The online guide receives 2,100 monthly pageviews and average engagement time is 3 minutes. Drive qualified traffic to your website through clickable url links. Collateral with QR codes linking to the online guide are distributed by the Sales Team.

### 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:	September 13, 2024
Ad Materials:	October 11, 2024
Publication Break:	January 2025






**Reserve by August 23 to save 10%**

### TO ADVERTISE, PLEASE CONTACT:

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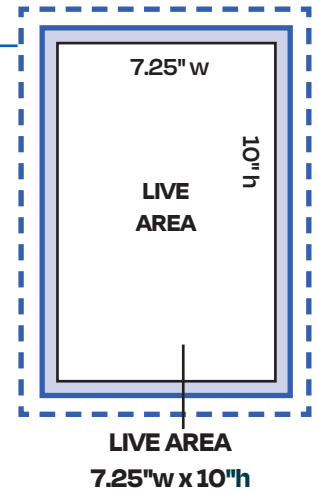
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## MECHANICAL REQUIREMENTS

	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	3.375" x 4.75"	
Trim Size of Book	8"w x 10.75"h	

### SPECIFICATIONS FOR FULL PAGE WITH BLEED:

**BLEED**  
8.25"w x 11"h  
Artwork must extend .125" beyond trim on all sides for full page ad with bleed



The DPG is a wire-bound book. Text and artwork must be kept in the live area, which is .375" inside trim.

Meet Boston is not responsible for compromised live copy if live copy exceeds area indicated above.

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## 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.

**Sarah Dale**

Advertising Sales Manager

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