



# DINING, SHOPPING & ENTERTAINMENT GUIDE



## FEATURES:

- Comprehensive Listing Information on the finest dining, world-class shopping and exciting entertainment options
- Boston Neighborhood Information
- Special Features include Where to Go, What to Do and What's Brewing in Boston
- Restaurants by Neighborhood

**Distributed in  
all terminals at  
Logan Airport!**

## DISTRIBUTION

**Reach leisure visitors before they arrive.** As a visitor fulfillment publication of the GBCVB, guides are mailed directly to visitors who are planning their trip and requesting Visitor Information Kits from:

- 1-888-SEE BOSTON
- BostonUSA.com, one of the top-referenced sites on search engines such as Google, Yahoo! and Bing for Boston vacation planning

**Reach convention attendees before they arrive.** Guides are distributed by the GBCVB Convention Sales Team attending conferences for groups coming to Boston.

As a marketing vehicle for the GBCVB, the Dining, Shopping & Entertainment Guide is distributed free at numerous locations including:

- Logan Airport - Information Booths in all terminals
- On-site Concierge Desks at the Hynes and BCEC
- Boston Common Visitor Center
- Copley Place Visitor Information Desk
- Massachusetts Visitor Information Centers
- Direct distribution to groups at the Hynes Convention Center and BCEC.




Also available online at BostonUSA.com in an interactive format.

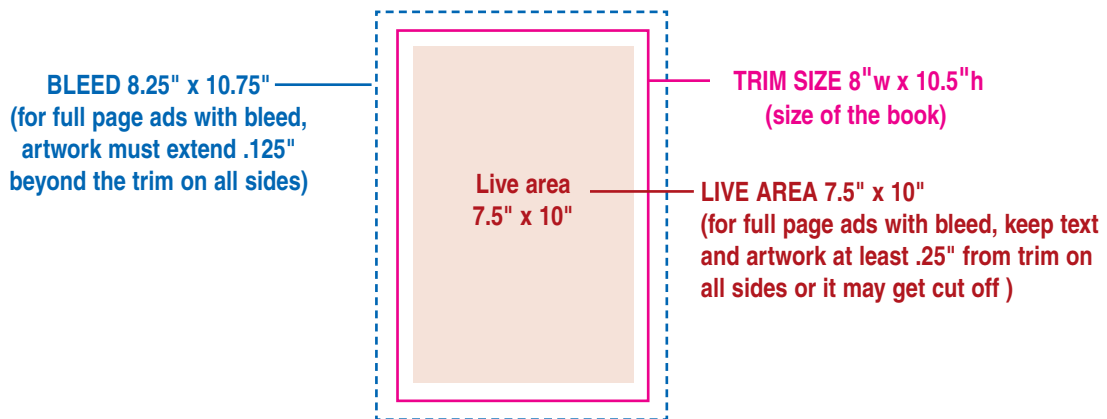
## 2020 GBCVB MEMBERS RATES

<u>AD SIZE</u>	<u>RATE</u>	<u>PREMIUM POSITIONS</u>	<u>DEADLINES</u>
Full Page	\$6,000	Inside Front Cover \$6,500	Ad Reservations May 15, 2020
1/2 Page	\$4,000	Inside Back Cover \$6,500	Ad Materials June 19, 2020
1/4 Page	\$2,500	Back Cover \$7,500	Publication Break September 2020
		Table of Contents \$6,500	Circulation 50,000
		Page One \$6,500	interactive online pdf

## TO ADVERTISE, PLEASE CONTACT:

**Cara Bednar**  
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MECHANICAL REQUIREMENTS	(width x height)	
FULL PAGE WITH BLEED	8.25" x 10.75"	
FULL PAGE NON-BLEED	7" x 9.5"	
HALF PAGE	7" x 4.625"	
QUARTER PAGE	3.375" x 4.625"	



**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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