

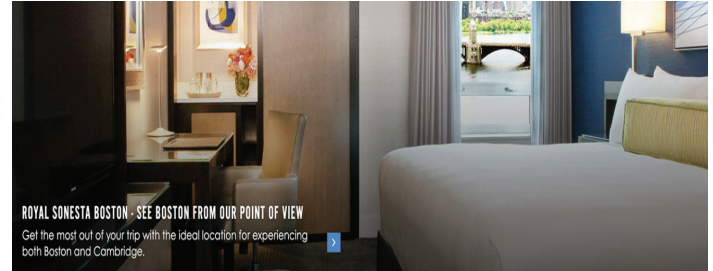
MEETBOSTON.COM AD PLACEMENTS & SPECIFICATIONS



PREMIUM PAGE SPONSOR

Specs: Photo (905w x 605h pixels); Headline (35 characters including spaces); Body (170 chars.)

- Intended for an integrated digital plan which includes a click-through to a dedicated blog promoted through Meet Boston's social channels.
- Blog will contain a click-through to the member/advertiser website.
- Available on the home page or targeted pages such as **Things To Do, Hotels, Restaurants, Events** or **Plan**.



HEADER IMAGE SPONSOR

Specs: Photo (2393w x 747h pixels min.); Headline (87 chars. including spaces); Body (100 chars.)

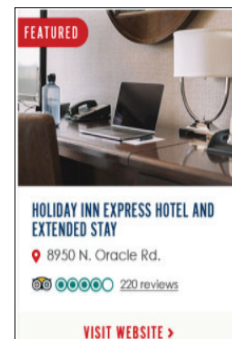
- Intended for an integrated digital plan which includes a click-through to a dedicated blog promoted through Meet Boston's social channels.
- Blog will contain a click-through to the member/advertiser website.
- Available on targeted pages such as **Things To Do, Hotels, Restaurants, Events** or **Plan**. Not available on the home page.



SPOTLIGHT

Specs: Photo (906w x 605h pixels); Headline (65 characters including spaces); Body (84 characters)

- Direct click-through to the member/advertiser website (provide url).
- Available on the home page and targeted pages such as **Things To Do, Hotels, Restaurants, Events** and active campaign pages.



FEATURED LISTINGS

Specs: No additional creative materials are necessary; pulls content from your existing listing detail page.

- Featured Listings rise to the top in any specified business category listing.
- Available on the home page and targeted pages such as **Things To Do, Hotels** and **Restaurants**.



MOBILE BANNER ADS

Specs: Photo (75w x 50h pixels); Headline (35 characters including spaces); Body (13 characters); Click-through URL

- Mobile banner ads are run of site and receive 15 - 25% SOV.
- Direct click-through to the member/advertiser website.