



# BOSTON & CAMBRIDGE OFFICIAL VISITORS GUIDE

We are so excited to bring back our signature print publication, it is a sure sign that recovery is upon us and the visitor industry is ready to bounce back. To support our industry, we are pleased to offer recovery rates of 50% off previous ad rates for our 2021/2022 Official Visitors Guide!

Reach both in-market and out-of-market travelers with the **Official Visitors Guide**. Filled with detailed listings of museums, attractions, tours, lodging and restaurants and highlights of Boston, Cambridge and Beyond Boston, cross cultural festivals, itineraries and neighborhood information, this annual guide is all a visitor needs to plan a trip to Boston or a day in Boston. Advertisers receive the added value of both print and digital exposure.

### CIRCULATION: 50,000 ANNUAL COPIES

**Direct request:** As a free visitor fulfillment publication, guides are sent directly to visitors requesting information from 888.SEE.BOSTON or BostonUSA.com. Guides are also distributed through AAA offices and by the GBCVB Sales Team attending conferences for groups coming to Boston.

**In-market:** Guides are distributed free at high-traffic tourist information locations including the Boston Common Visitor Center and Massachusetts Visitor Information Centers and to groups at the Hynes Convention Center and the BCEC.

**Online:** Integrated reach with the digital guide receiving 65,000 pageviews per month on BostonUSA.com.

### AD SIZE

Full Page . . . . .	<del>\$8,500</del>	<b>\$4,250</b>
1/2 Page . . . . .	<del>\$6,000</del>	<b>\$3,000</b>
1/4 Page . . . . .	<del>\$4,500</del>	<b>\$2,250</b>

### PREMIUM PLACEMENT

Inside Front Cover . . . . .	<del>\$9,500</del>	<b>\$4,750</b>
Inside Back Cover . . . . .	<del>\$9,500</del>	<b>\$4,750</b>
Back Cover . . . . .	<del>\$11,000</del>	<b>\$5,500</b>
Table of Contents . . . . .	<del>\$9,500</del>	<b>\$4,750</b>
Page One . . . . .	<del>\$9,500</del>	<b>\$4,750</b>

### DEADLINES

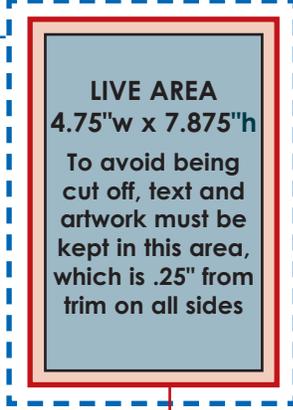
Ad Reservations:	July 23, 2021
Ad Materials:	August 6, 2021
Publication Break:	September 2021

### TO ADVERTISE, PLEASE CONTACT:

Sarah Dale  
Advertising Sales Manager  
sdale@bostonusa.com  
617.867.8249

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## MECHANICAL REQUIREMENTS

	width x height		Full page with bleed:
Full page with bleed	5.50" x 8.625"		<p><b>BLEED</b> 5.5" w x 8.625" h Artwork must extend .125" beyond trim on all sides for full page ad with bleed</p>  <p><b>LIVE AREA</b> 4.75" w x 7.875" h To avoid being cut off, text and artwork must be kept in this area, which is .25" from trim on all sides</p> <p><b>TRIM SIZE OF BOOK</b> 5.25" w x 8.375" h</p>
Full page non-bleed	4.25" x 7.375"		
1/2 Page Horizontal	4.25" x 3.625"		
1/2 Page Vertical	2.042" x 7.375"		
1/4 Page Vertical	2.042" x 3.625"		

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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  
617.867.8249 • sdale@bostonusa.com

**Greater Boston Convention & Visitors Bureau**  
Two Copley Place, Suite 105, Boston, MA 02116