



BOSTON & CAMBRIDGE OFFICIAL VISITORS GUIDE

A comprehensive resource for travelers planning to visit Boston, Cambridge and Greater Boston

Reach both in-market and out-of-market travelers with the 2022/2023 **Official Visitors Guide**. Filled with detailed listings of museums, attractions, tours, lodging and restaurants and highlights of Boston, Cambridge and Greater 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
AND ONLINE DIGITAL GUIDE**

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 interactive digital guide receiving 65,000 pageviews per month on BostonUSA.com.

AD SIZE

Full Page\$6,000
1/2 Page\$4,500
1/4 Page\$3,000

PREMIUM PLACEMENT

Inside Front Cover\$7,000
Inside Back Cover\$7,000
Back Cover\$8,000
Table of Contents\$7,000
Page One\$7,000

DEADLINES

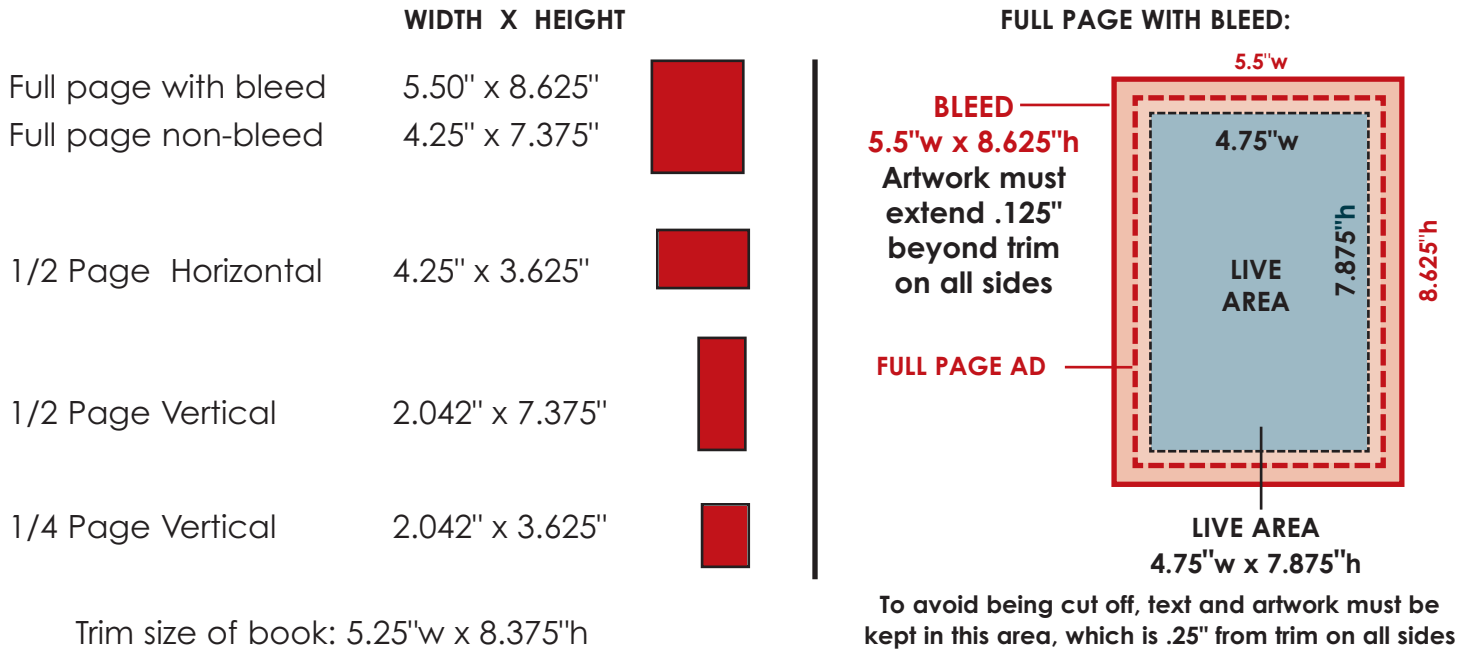
Ad Reservations:	May 6, 2022
Ad Materials:	May 20, 2022
Publication Break:	September 2022

TO ADVERTISE, PLEASE CONTACT:

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MECHANICAL REQUIREMENTS



DEADLINES

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Ad Materials: May 20, 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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**Greater Boston Convention & Visitors Bureau
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