



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 **Official Visitors Guide**. 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: 100,000 ANNUAL COPIES & ONLINE DIGITAL GUIDE

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

Direct request: As the **FREE** visitor fulfillment publication of Meet Boston, guides are sent directly to visitors requesting information from 888.SEE.BOSTON or MeetBoston.com. Guides are also distributed through AAA offices and by the Meet Boston 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, the new Mobile Visitor Center (The BOS!) and Massachusetts Visitor Information Centers and to groups at the Hynes Convention Center and the BCEC.

Online: Integrated reach with the interactive digital guide posted on MeetBoston.com. **The online guide receives 34,000 monthly pageviews and average engagement times is 4 minutes.** Drive traffic to your website through clickable url links. Collateral with a QR code linking to the online guide are available at our visitor centers and concierge desks at the Hynes and BCEC.

AD SIZE

Full Page	\$6,600
1/2 Page	\$4,950
1/4 Page	\$3,300

FULL PAGE PREMIUM PLACEMENT

Inside Front Cover	\$7,700
Inside Back Cover	\$7,700
Back Cover	\$8,800
Table of Contents	\$7,700
Page One	\$7,700

DEADLINES

Ad Reservations:	March 29, 2024
Ad Materials:	April 26, 2024
Publication Break:	August 2024


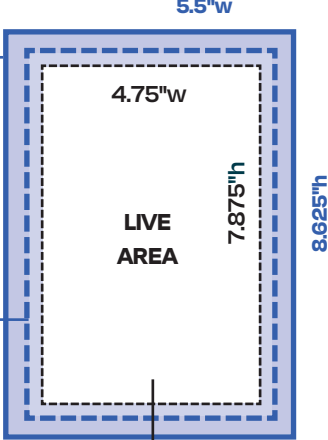




Reserve by March 15 to receive 10% off rates

TO ADVERTISE, PLEASE CONTACT:

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MECHANICAL REQUIREMENTS

	WIDTH x HEIGHT		SPECIFICATIONS FOR FULL PAGE WITH BLEED:	
Full Page with Bleed	5.5" x 8.625"		BLEED 5.5"w x 8.625"h Artwork must extend .125" outside trim on all sides	
Full Page Non-bleed	4.25" x 7.375"		FULL PAGE	LIVE AREA 4.75"w x 7.875"h
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"			

Trim size of book: 5.25"w x 8.375"h

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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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