



GBCVB PARTNERSHIP OPPORTUNITIES 2022

Throughout the year, there are many ways to market your business with the Greater Boston Convention & Visitors Bureau. For more information on any of these partnership opportunities, please contact Sarah Dale at sdale@bostonusa.com.

Destination Planning Guide

A comprehensive resource for planning meetings and events in Boston, Cambridge and Greater Boston. Advertisers receive the added value of both print and online exposure with 1,000 copies and the interactive digital guide on BostonUSA.com/meetings.

Rates for quarter, half and full page ads range from \$2,000-\$5,000. Premium placements are also available. **Ad reservation deadline is January 14, 2022.**

Official Visitors Guide

Reach both in-market and out-of-market travelers. 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 online exposure with 50,000 copies and the interactive digital guide on BostonUSA.com.

Rates for quarter, half and full page ads range from \$3,000-\$6,000. Premium placements are also available. **Ad reservation deadline is May 6, 2022.**

Visitor e-Newsletter Sponsorship

This exclusive advertising opportunity gives members access to over 11,000+ engaged BostonUSA.com subscribers. Sponsor our Visitor e-Newsletter with a prominent advertorial and reach people who have opted-in for information about visiting Boston.

The cost of the sponsorship is \$350.

Dedicated eBlast

A targeted email blast going to BostonUSA.com subscribers based on their interests and requests for information on sports/recreation, family, cross cultural, LGBTQ, dining and more. (BostonUSA.com subscribers database does not include meeting planners.)

The cost per eBlast is \$500.

BostonUSA.com Native Advertising

Display your company on BostonUSA.com, which attracts over 2 million unique visits per year. Choose from Featured Listings, Mobile Banners, Homepage and Targeted Pages.

Monthly rates range from \$250-\$1,000.

Boston Common Visitor Center Digital Display

Showcase your company on digital screens at the Visitor Center and reach over one million tourists every year. Choose from Video/TV Spot or Static Digital Ad on 80", 55" or 50" screens.

Monthly rates range from \$400-\$500.

Sponsorship Opportunities

Reach larger audiences by sponsoring our special events including Dine Out Boston (March & August), GBCVB Annual Golf Tournament (June) and GBCVB Annual Meeting (December).

Information on sponsorship packages can be found on BostonUSA.com/sponsorship.

Contact: Sarah Dale | sdale@bostonusa.com