



GBCVB PAID PARTNERSHIP OPPORTUNITIES

Throughout the year, there are many ways to market your business with the Greater Boston Convention & Visitors Bureau. There are several paid programs offered by BostonUSA to utilize our platforms to strengthen your brand and increase your reach.

PUBLICATIONS

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.

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 80,000 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.

DIGITAL SCREEN DISPLAY

Visitor Information Center Digital Display

Showcase your company on digital screens at the Boston Common Visitor Information 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.

Digital screen advertising will also be available in our new Mobile Visitor Information Center - coming this Fall!

WEBSITE

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.

EMAIL

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 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.

EVENT SPONSORSHIP

Sponsorship Opportunities

Reach larger audiences by sponsoring our special events including Dine Out Boston (March and August), Annual Golf Tournament (June) and Annual Meeting (December). Information on sponsorship packages can be found on BostonUSA.com/sponsorship.

FOR MORE INFORMATION, EMAIL SDALE@BOSTONUSA.COM



GBCVB FREE PARTNERSHIP OPPORTUNITIES

Throughout the year, there are many ways to market your business with the Greater Boston Convention & Visitors Bureau. There are several free programs offered by BostonUSA to utilize our platforms to strengthen your brand and increase your reach.

WEBSITE MARKETING PROGRAMS

Calendar of Events

Adding events to our calendar is easy with your member access login. Use The Hub on BostonUSA.com to submit events. Once approved by a GBCVB team member, events will appear on our site. Our calendar of events is one of the most highly visited pages on BostonUSA.com.

Special Dining Pages

The GBCVB requests and shares special occasion/holiday dining menus leading up to holidays such as Valentine's Day. Email reminders will be sent – however you're encouraged to put these on your media calendars. As a member, submission is free and related images are welcome. The GBCVB will post menus online and promote through BostonUSA social media.

Great Deals

Much like the calendar of events, adding deals and overnight stay packages is easy using your member login for The Hub! All deals and packages will appear on our site once approved by a GBCVB team member.

Member to Member Blog

Reach other members and gain exposure for your company by writing about a topic you know best!

Dine Out Boston*

A popular opportunity for restaurants is Dine Out Boston - held every March and August. Your restaurant and special menu are promoted via dineoutboston.com which is supported by print, radio, digital and social media campaigns. *Two \$100 restaurant gift cards required for participation to be used for charitable auction and promotional contest giveaways.

SOCIAL MEDIA PROMOTIONS

Let's Collaborate

Engage with our social media audience of over 200K followers. Let's discuss collaboration opportunities today. Contact clee@bostonusa.com for information. Submit photos to be featured on social: <https://upload.crowdriff.com/visitboston>

Have your own social media pages? Make sure to tag @VisitBoston for our team to repost your promotions and be aware of the amazing things happening.

#MemberMonday

Every Monday the GBCVB features a different member across our social media platforms. This one-time post can be used to promote the organization or company, a specific event or activation and so much more. With a combined following on these channels of over 190,000, this program gives participating members great exposure. Contact jpallis@bostonusa.com for more information.

Seasonal Blogs

Be featured on a blog for BostonUSA.com! The GBCVB creates blog calendars based on seasonal events, top things to do and more! We promote these blogs through both paid and organic digital campaigns across all of our social media platforms.

Campaign & Editorial Opportunities

As a member of the GBCVB, we invite you to be highlighted in one of our blogs, social campaigns and landing pages. For a list of upcoming campaigns, visit our website at bostonusa.com/participation. Contact clee@bostonusa.com or log into The Hub Member Access to be involved.

FOR MORE INFORMATION, EMAIL EVENTS@BOSTONUSA.COM