



# MEET BOSTON PAID PARTNERSHIP OPPORTUNITIES

Throughout the year, there are many ways to market your business with Meet Boston. There are several paid programs we offer 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 MeetBoston.com.

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 100,000 copies and the interactive digital guide on MeetBoston.com.

Rates for quarter, half and full page ads range from \$3,300-\$6,600. 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 is also available in our new Mobile Visitor Information Center - TheBos!

### WEBSITE

#### MeetBoston.com Native Advertising

Display your company on MeetBoston.com, which attracts over 3 million user sessions 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 partners access to over 11,000+ engaged MeetBoston.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 MeetBoston.com subscribers based on their interests and requests for information on sports/recreation, family, cross cultural, LGBTQ, dining and more. MeetBoston.com subscribers database does not include meeting planners. The cost per eBlast is \$500.

### EVENT SPONSORSHIP

#### Sponsorship Opportunities

Reach targeted 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 MeetBoston.com/sponsorship.

For more information, email Sarah Dale, Advertising Sales Manager, at [sdale@meetboston.com](mailto:sdale@meetboston.com)



## MEET BOSTON FREE PARTNERSHIP OPPORTUNITIES

Throughout the year, there are many ways to market your business with Meet Boston. There are several free programs we offer to strengthen your brand and increase your reach.

### WEBSITE MARKETING PROGRAMS

#### Calendar of Events

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

#### Special Dining Pages

Meet Boston requests and shares special occasion/holiday dining menus. Email reminders will be sent – however you're encouraged to put these on your media calendars. As a partner, submission is free and related images are welcome. We will post menus online and promote through social media.

#### Great Deals

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

#### Partner to Partner Blog

Reach other partners 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 social media, digital, outdoor, radio and print 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@meetboston.com](mailto:clee@meetboston.com) for information. Submit photos to be featured on social: <https://upload.crowdriff.com/meet-boston>

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

#### Social Media Spotlights

Every Monday, Meet Boston features a different partner on Instagram and Facebook. 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 170,000 this program gives participating partners great exposure. Contact [jpallis@meetboston.com](mailto:jpallis@meetboston.com) for more information.

#### Seasonal Blogs & Guest Blogs

Be featured in a blog for MeetBoston.com! We create 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 partner of Meet Boston, we invite you to be highlighted in one of our blogs, social campaigns and landing pages. For a list of upcoming campaigns, visit [meetboston.com/participation](http://meetboston.com/participation). Contact [clee@meetboston.com](mailto:clee@meetboston.com) or log into The Hub Partner Access to be involved.

For more information, email [events@meetboston.com](mailto:events@meetboston.com)