

FALL/WINTER TRAVEL PLANNER



FEATURES:

- Seasonal Calendar of Events including Theatre, Music & Dance, Festivals, Museums & Attractions, Food & Wine and Sports & Recreation
- Holiday Preview
- Accommodation Listings
- Kids Love Boston
- Transportation & Tours
- Exploring Boston and Beyond Car-free
- Detailed Maps

DIRECT FULFILLMENT

Reach leisure visitors before they arrive. As a FREE visitor fulfillment publication of the GBCVB, Travel Planners are mailed directly to visitors who are planning their trip and requesting information from:

- 1-888-SEE BOSTON
- BostonUSA.com, one of the top-referenced sites on search engines such as Google and Yahoo! for Boston vacation planning

The Travel Planner is also promoted in a 12-page color insert in 12 newspapers within Boston's drive market.

DISTRIBUTION

Deliver your message to visitors making decisions about what to do in Boston. The Travel Planner is distributed free through the following agencies and locations:

- Logan Airport - Information Booths in all terminals
- Boston Common Visitor Center
- Prudential Center Visitor Center
- Massachusetts Visitor Information Centers

Distributed in
all terminals at
Logan Airport!





2014 GBCVB MEMBERS RATES

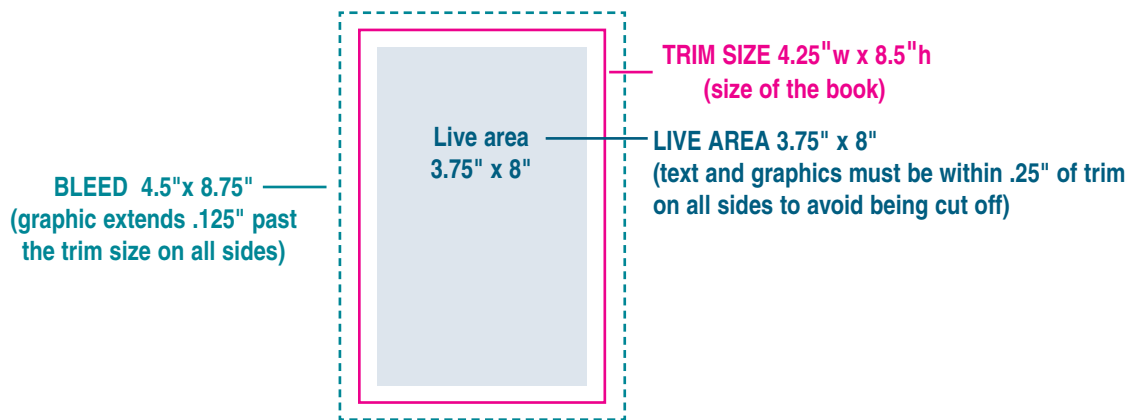
AD SIZE	RATE	PREMIUM POSITION	DEADLINES
Full Page	\$5,800	Back Cover	Ad Reservations: July 11, 2014
1/2 Page	\$4,000	Inside Front Cover	Ad Materials August 1, 2014
1/4 Page	\$2,800	Inside Back Cover	Publication Break: September 2014
		Table of Contents	Circulation: 50,000
		Page One	

Special Discount when you advertise in both the Fall/Winter & Spring/Summer editions!

TO ADVERTISE, PLEASE CONTACT:

Cara E. Bednar, Senior Sales Manager of Publications - (617) 867-8238 or carab@bostonusa.com

MECHANICAL REQUIREMENTS	(width x height)	
FULL PAGE WITH BLEED	4.5" X 8.75"	
FULL PAGE NON-BLEED	3.5" X 7.75"	
1/2 PAGE HORIZONTAL	3.5" X 3.75"	
1/4 PAGE HORIZONTAL	3.5" X 1.75"	



SUPPLYING MATERIALS

PDF file preferred: PDF version 1.3 only, PDF/X-1a if possible. Fonts: embedded and subsetted.

Color: final device grey and CMYK only; no RGB or spot colors. 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.

Also accepted: Macintosh files in Quark, Photoshop, or Illustrator. Include all fonts and graphics. Color and image specs as above.

PDF files under 10MB may be e-mailed. PDF files of any size may be sent via FTP (call or email for details). All other files require disk and hard proof (color ads require color proofs). Macintosh CD-ROM disks only.

Electronic artwork and proofs should conform to SWOP standards. All ads except full bleed must have borders. No artwork should penetrate borders.

Production fee/services: Charges will be assessed for electronic file intervention, including production changes and altering supplied advertiser materials.

SHIPPING DISK(S) AND MATERIALS

Please send materials to your account executive:

Cara E. Bednar, Senior Sales Manager of Publications
(617) 867-8238 • carab@bostonusa.com