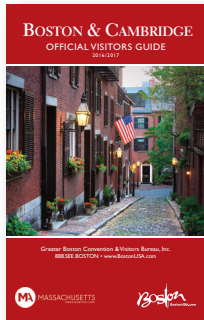


OFFICIAL VISITORS GUIDE



FEATURES:

- Comprehensive Listing Information on Accommodations, Attractions, Dining, Shopping, Transportation, Entertainment, Recreation and More!
- Boston Neighborhood Information
- Kids Love Boston for Visiting Families
- Historic Walking Trails
- Annual Events
- Detailed Maps
- Highlights of Boston, Cambridge & Beyond

FULFILLMENT

Reach leisure visitors before they arrive. As a visitor fulfillment publication of the GBCVB, guides are mailed directly to visitors who are planning their trip and requesting Visitor Information Kits 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

Reach convention attendees before they arrive. Guides are distributed by the GBCVB Convention Sales Team attending conferences for groups coming to Boston in 2017.

DISTRIBUTION

Deliver your message to visitors making decisions in market about what to do and see, where to eat, and more. As a marketing vehicle for the GBCVB, the Official Visitors Guide is distributed free at numerous locations including:

- Logan Airport - Information Booths in all terminals
- Boston Common Visitor Center
- Copley Place Visitor Information Desk
- Massachusetts Visitor Information Centers
- Direct distribution to groups at the Hynes Convention Center and BCEC.

Also available online at BostonUSA.com in an interactive format.

**Distributed in
all terminals at
Logan Airport!**

2017 GBCVB MEMBERS RATES






AD SIZE	RATE	PREMIUM POSITION	DEADLINES
Full Page	\$8,500	Inside Front Cover \$9,500	Ad Reservations: April 7, 2017
1/2 Page	\$6,000	Inside Back Cover \$9,500	Ad Materials: May 5, 2017
1/4 Page	\$4,500	Back Cover \$11,000	Publication Break: July 2017
		Table of Contents \$9,500	Circulation: 100,000
		Page One \$9,500	interactive online pdf

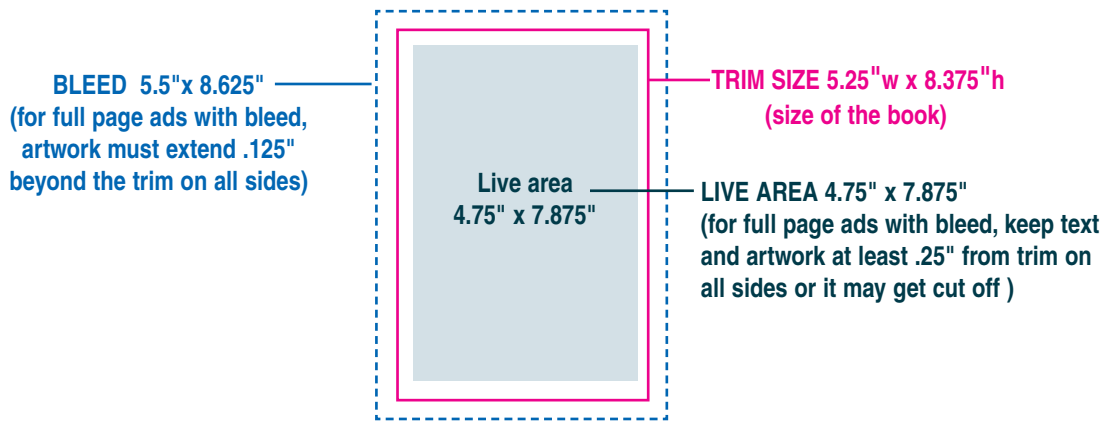
TO ADVERTISE, PLEASE CONTACT:

Cara Bednar

Senior Sales Manager of Publications

carab@bostonusa.com • 781-424-3760

MECHANICAL REQUIREMENTS	(width x height)	
FULL PAGE WITH BLEED	5.5" X 8.625"	
FULL PAGE NON-BLEED	4.25" X 7.375"	
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"	



MATERIALS

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

PDF files under 10MB may be e-mailed. PDF files of any size may be sent via FTP (call or email for details).

Color: final device grey and CMYK only; no RGB or spot colors. No transparency (flatten before submitting).

All ads except full bleed must have borders. No artwork should penetrate borders.

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.

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

Also accepted: Macintosh files in Quark, Photoshop, or Illustrator. Include all fonts and graphics.

Cara Bednar, Senior Sales Manager of Publications
781-424-3760 • carab@bostonusa.com