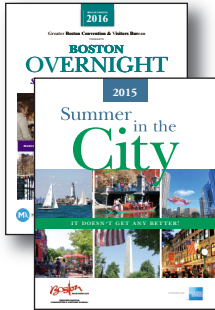


SUMMER IN THE CITY and BOSTON OVERNIGHT



FEATURES:

- Seasonal Calendars of Events including Theatre, Music & Dance, Festivals, Tours, Museums & Attractions, Food & Wine, Sports & Recreation and Family Fun
- Boston Overnight highlights the best of January, February and March
- Summer in the City highlights the best of June, July and August

DIRECT FULFILLMENT

Reach leisure visitors before they arrive. As a FREE visitor fulfillment publication of the GBCVB, Boston Overnight and Summer in the City 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

Boston Overnight and Summer in the City are also included in Visitor Information Kits.

DISTRIBUTION

Deliver your message to visitors making decisions about what to do in Boston. Summer in the City and Boston Overnight are distributed free at the following locations:

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

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Advertise in both publications for one price!

2016 GBCVB MEMBERS RATES

		SUMMER IN THE CITY	BOSTON OVERNIGHT
Full Page Ad in both Summer in the City and Boston Overnight	\$6,000	Ad Reservations: March 18, 2016	September 9, 2016
Full Page Ad in either book	\$3,500	Ad Materials: April 1, 2016	September 23, 2016
Half Page Ad in either book	\$2,500	Publication Break: May 2016	December 2016
Back Cover of either book (includes premium placement online)	\$5,000	Circulation: 20,000	20,000
		interactive online pdf	interactive online pdf

AD SIZE

Full page with bleed	8.25w x 10.75h (live area 7.5w x 10h)
Full page non-bleed	7w x 9.5h
Half page	7w x 4.625h
Trim size of book:	8w x 10.5h

TO ADVERTISE, PLEASE CONTACT:

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