

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 including Yankee Dental Congress, Penny Arcade Expo East, International Boston Seafood Show, Association of PeriOperative Registered Nurses, American Academy of Neurology, American Urological Association, National Education Association, National Business Travel Association, LPL Financial, Orgill Fall Dealer Market 2017, HubSpot, Inc., American Society of Anesthesiologists, Congress of Neurological Surgeons, Association of American Medical Colleges and Materials Research Society.

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
- Prudential Center Visitor Center
- Massachusetts Visitor Information Centers
- Direct distribution to groups at the Hynes Convention Center and BCEC including American Library Association, Yankee Dental Congress, International Boston Seafood Show, National Society of Black Engineers, Endocrine Society, National School Boards Association, Penny Arcade Expo East, National Cable and Telecommunications Association, American Optometric Association, The International Literacy Association, American Society for Radiation Oncology, Academy of Nutrition and Dietetics, North American Spine Society, Materials Research Society and American Council on the Teaching of Foreign Languages.

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






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all terminals at
Logan Airport!

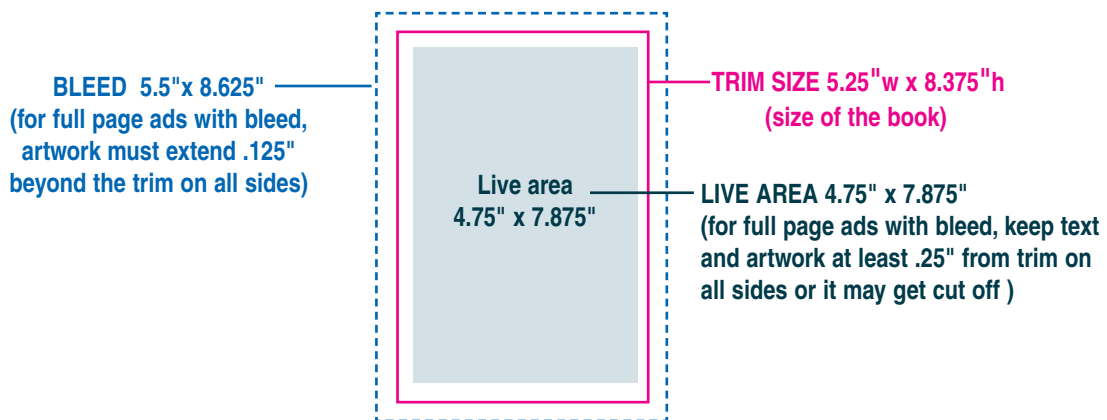
2016 GBCVB MEMBERS RATES

AD SIZE	RATE	PREMIUM POSITION	DEADLINES
Full Page	\$8,500	Inside Front Cover \$9,500	Ad Reservations: March 18, 2016
1/2 Page	\$6,000	Inside Back Cover \$9,500	Ad Materials: April 8, 2016
1/4 Page	\$4,500	Back Cover \$11,000	Publication Break: July 2016
		Table of Contents \$9,500	Circulation: 100,000
		Page One \$9,500	interactive online pdf

TO ADVERTISE, PLEASE CONTACT:

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MATERIALS

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

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

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