

BOSTON GUIDE & MAP

M U L T I L I N G U A L • M U L T I M E D I A



ENGLISH
SPANISH
FRENCH
GERMAN
ITALIAN
PORTUGUESE
CHINESE
JAPANESE
KOREAN

PRINT • MOBILE • DIGITAL

OUR MULTIMEDIA ADVERTISING INCLUDES:

- **Your Content Marketing Editorial in 9 languages**
- Location shown on appropriate maps
- Website: vgp.com Smartphone: vgp.com/mobile Tablet: vgp.com – all in 9 languages
- Connecting advertiser Facebook page to overseas social media networks

US Department of Commerce states each international visitor spends up to 5 times more than domestic one. This means the purchasing power of 3.5 million international visitors who came to Boston last year equals 17.5 million domestic tourists!

Embracing new innovations in media technology and building the social network between the visitor and your business

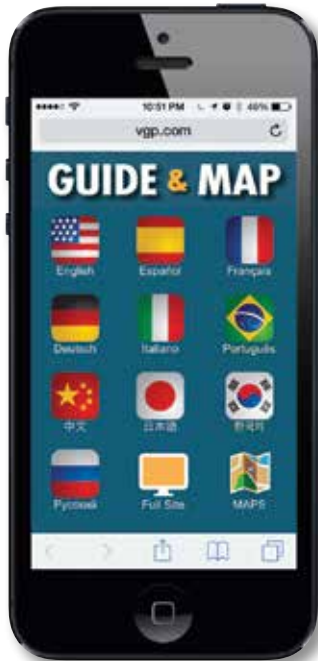


vgp.com

BOSTON GUIDE & MAP

M U L T I L I N G U A L • M U L T I M E D I A

OUR SMARTPHONE APP vgp.com/mobile
5 EASY STEPS TO YOUR DESTINATION



BOSTON GUIDE & MAP

M U L T I L I N G U A L • M U L T I M E D I A

NOW OFFERING ADVERTISER SPECIFIED
YOUTUBE VIDEO INTO OUR MOBILE AD-LISTING

vgp.com/mobile



VIDEO REQUIREMENTS:

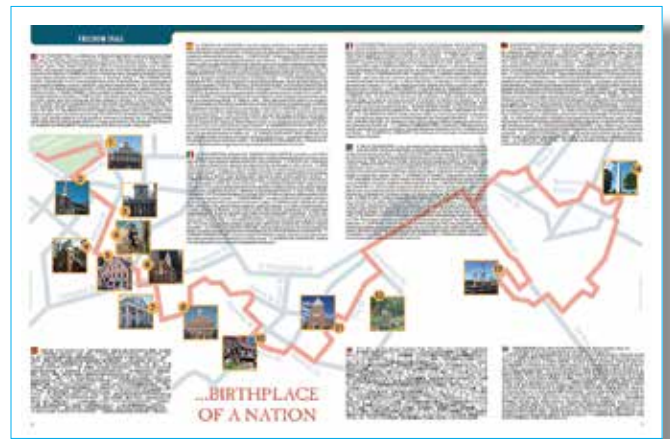
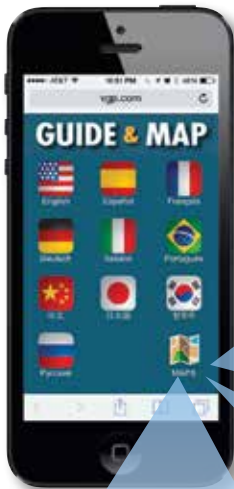
Provide your video-link form YouTube or Vimeo

For example see ad-listing of
Boston Tea Party Ships & Museum

BOSTON GUIDE & MAP

M U L T I L I N G U A L • M U L T I M E D I A

Downloadable Maps for Offline Use
FROM OUR WEBSITE AND OUR SMARTPHONE APP
vgp.com vgp.com/mobile



BOSTON GUIDE & MAP

M U L T I L I N G U A L • M U L T I M E D I A

Today, with new media technologies our “market capture” has dramatically increased, first with our website (www.vgp.com) since 1995, then with our iPhone Web App (www.vgp.com/mobile) and now with our new iPad eGuide (www.vgp.com/eguide) – all in 9 languages. All of our new media distribution channels are on all covers of our guides, which act like a virtual billboard.

DISTRIBUTION CONDUCTED BY CTM IN BOSTON HOTELS AND ESSENTIAL VISITOR POINTS

BOSTON HOTELS

BACK BAY HOTEL
BEST WESTREN MEDICAL DISTRICT
BOSTON HARBOR
BOSTONIAN / MILLENIUM
COLLONADE
COPLEY SQUARE HOTEL
COURTYARD BOSTON TREMONT HOTEL
ELLIOT
EMBASSY SUITES AT LOGAN
FAIRMONT COPLEY PLAZA
FOUR SEASONS
HARBORSIDE HYATT
HILTON BACK BAY
HILTON FINANCIAL DISTRICT
HILTON LOGAN AIRPORT
HOLIDAY INN BROOKLINE
HOLIDAY INN GOVERNMENT CTR.
HOWARD JOHNSON INN FENWAY
HYATT REGENCY BOSTON
INTERCONTINENTAL
JOHN HANCOCK HOTEL & CONF.CENTER
L.W. MARRIOTT
LANGHAM (LE MERIDIEN)
LENOX HOTEL
MANDARIN ORIENTAL
MARRIOTT COPLEY SQUARE
MARRIOTT CUSTOM HOUSE
MIDTOWN
NEWBURY GUEST HOUSE
NINE ZERO
OMNI PARKER HOUSE
PARK PLAZA
RADISSON
RENAISSANCE
RITZ CARLTON
SEAPORT HOTEL
SHAWMUT INN
SHERATON BACK BAY
THE BEACON INN
THE BROWNSTONE
THE BUCKMINSTER
THE COMMONWEALTH
THE MILNER

W BOSTON
WESTIN COPLEY PLACE
WESTIN WATERFRONT
XV BEACON

CAMBRIDGE HOTELS

CHARLES HOTEL
COURTYARD BY MARRIOTT
HYATT REGENCY
INN AT HARVARD SQUARE
LE MERIDIEN
MARRIOTT CAMBRIDGE CTR.
MARRIOTT RESIDENCE INN
ROYAL SONESTA

INFORMATION CENTERS

BOSTON CTR. FOR INT'L VISITORS
BOSTON COMMON INFO BOOTH
CAMBRIDGE DISCOVERY
CITY HALL INFO DESK
FANEUIL HALL INFO BOOTHS
GRASSHOPPER SHOPS
JOHN HANCOCK OBSERVATORY
PRUDENTIAL SHOPS INFO DESK
TRAVELERS AID SOCIETY
USO AT LOGAN AIRPORT
USS CONSTITUTION
WORLD TRADE CENTER

SPECIAL POINTS

BOSTON CENTER FOR INT'L. VISITORS
GREATER BOSTON CONVENTION
& VISITORS BUREAU
MASS. TURNPIKE AUTHORITY
SOUTH STATION
TOURCO
U.S. DEPARTMENT OF COMMERCE

AIRPORT TERMINALS

LOGAN INTERNATIONAL AIRPORT:
TERMINAL “E” INFORMATION DESK
& TRAVELERS AID DESK
TERMINAL “C” CENTRAL RESERVATION

DESK

CRUISE SHIP TERMINAL

BLACK FALCON CRUISE SHIP
TERMINAL SERVING SHIPS COMING
INTO BOSTON AREA

CONSULATES

AUSTRIAN
BELGIAN
BRITISH
CANADIAN
FRENCH
GERMAN
ITALIAN
JAPANESE
SPANISH

SCHOOLS

ENGLISH LANGUAGE CENTER
BOSTON UNIVERSITY
ELS LANGUAGE CENTER
EF INT. LANGUAGE SCHOOL
EMMANUEL COLLEGE
HARVARD UNIVERSITY
UNIVERSITY OF MASSACHUSETTS
M.I.T.
LANGUAGE INSTITUTE FOR ENGLISH
NEW ENGLAND SCHOOL OF ENGLISH
LANGUAGE STUDIES INTERNATIONAL

MEDICAL INSTITUTIONS

BETH ISRAEL DEACONESS MED. CTR.
MASSACHUSETTS GENERAL HOSPITAL
MASSACHUSETTS EYE & EAR INFIRMARY

Distribution to Government Agencies,
Conventions and Business Centers
upon request.

DIRECT MAILING TO CERTIFIED CHINESE
GROUP TOUR PLANNERS

Embracing new innovations in media technology and building the social network between the visitor and your business



vgp.com

BOSTON GUIDE & MAP

M U L T I L I N G U A L • M U L T I M E D I A

CURRENT ADVERTISING RATES

ADVERTISEMENT SPACE:	SPECS: Fractional & Decimal	ANNUAL COST:
Quarter Page	3 11/16" x 4 3/4"	\$ 7,990
Half Page (horizontal)	7 7/8" x 4 3/4"	\$ 13,990
Half Page (vertical)	3 11/16" x 10"	\$ 13,990
Full Page	7 7/8" x 10" live area	\$ 23,400
Back Cover (half page vertical)	3 11/16" x 10"	\$ 22,900

ALL OF OUR ADVERTISING RATES INCLUDE:

- **Your Content Marketing Editorial in 9 languages**
- Location shown on appropriate map
- Website vgp.com iPhone vgp.com/mobile iPad vgp.com/eGuide – all in **9 languages**
- Connecting advertiser Facebook page to overseas social media network

Embracing new innovations in media technology and building the social network between the visitor and your business



vgp.com