

# 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](http://vgp.com) Smartphone: [vgp.com/mobile](http://vgp.com/mobile) Tablet: [vgp.com](http://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

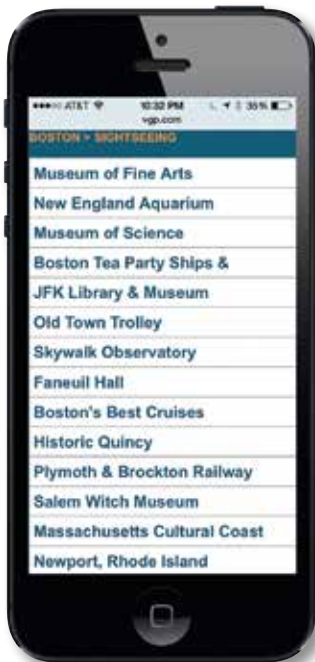
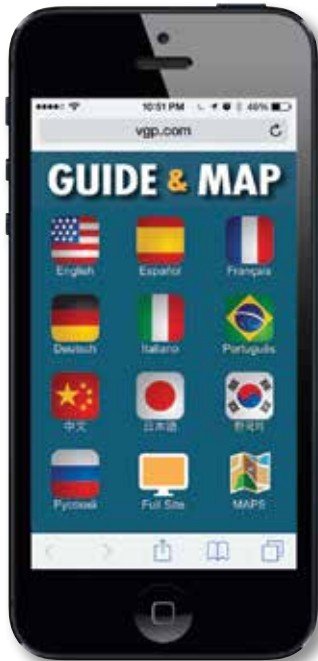


[vgp.com](http://vgp.com)

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OUR SMARTPHONE APP [vgp.com/mobile](http://vgp.com/mobile)  
5 EASY STEPS TO YOUR DESTINATION



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

[vgp.com/mobile](http://vgp.com/mobile)



## VIDEO REQUIREMENTS:

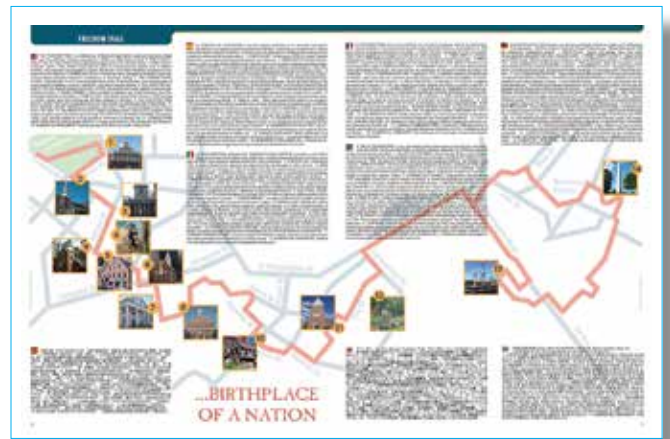
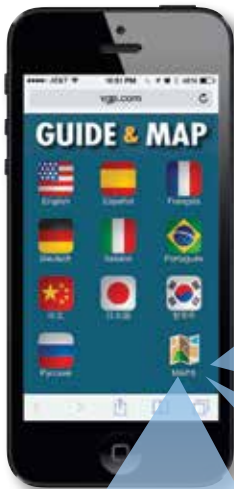
Provide your video-link form YouTube or Vimeo

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

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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  
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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 WESTERN 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

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## 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

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