

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

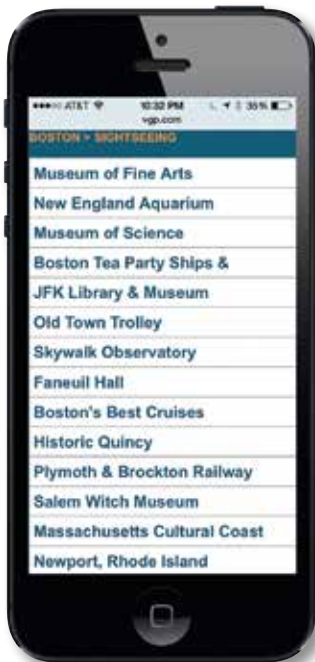
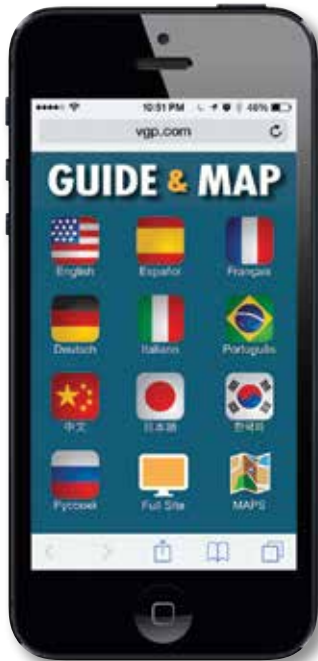


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M U L T I L I N G U A L • M U L T I M E D I A

OUR SMARTPHONE APP 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



VIDEO REQUIREMENTS:

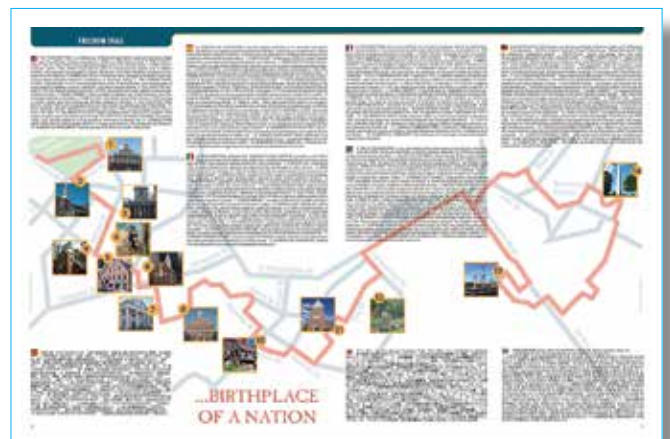
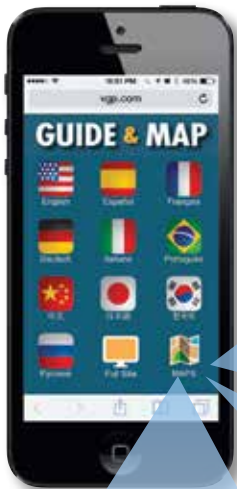
Provide your video-link form YouTube or Vimeo

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
vgp.com vgp.com/mobile



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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

BOSTON HARBOR HOTEL
BOSTON FENWAY INN
BOSTON PARK PLAZA
BEST WESTERN ROUNDHOUSE
BUCKMINSTER HOTEL
COPLEY SQUARE HOTEL
CHANDLER INN
COURTYARD BOSTON COPLEY SQUARE
COURTYARD MARRIOTT TREMONT HOTEL
COMFORT INN
COURTYARD EAST BOSTON
CONSTITUTION INN
DOUBLETREE DOWNTOWN
FAIRMONT COPLEY PLAZA
FOUR SEASONS
HYATT REGENCY BOSTON HARBOR
HYATT REGENCY BOSTON
HAMPTON INN
HILTON BACK BAY
HILTON FINANCIAL DISTRICT
HILTON LOGAN AIRPORT
HOLIDAY INN BROOKLINE
HOLIDAY INN SOMERVILLE
HOLIDAY INN EXPRESS BOSTON
HOLIDAY INN EXPRESS DORCHESTER
HOTEL COMMONWEALTH
HOTEL 140
HYATT MEDFORD
HYATT HARBORSIDE
HYATT REGENCY BOSTON
HOMWOOD SUITES
INTERCONTINENTAL
GATEWAY INN
KIMPTON NINE ZERO HOTEL
LA QUINTA INN
LONGWOOD INN
MANDARIN ORIENTAL
MARRIOTT COPLEY PLACE
MARRIOTT CUSTOM HOUSE

MARRIOTT LONG WHARF
MILNER HOTEL
NEWBURY GUEST HOUSE
NINE ZERO
OMNI PARKER HOUSE
RAMADA INN
REVERE HOTEL BOSTON COMMON
RENAISSANCE BOSTON WATERFRONT
RESIDENCE INN LOGAN
RESIDENCE INN TUDOR WHARF
SEAPORT HOTEL
SHERATON BOSTON HOTEL
SHERATON COMMANDER
TAJ BOSTON
THE BROWNSTONE B&B
THE COLONNADE BOSTON HOTEL
THE INN AT LONGWOOD MEDICAL
THE GODFREY HOTEL
THE LANGHAM
THE LENOX HOTEL
THE LIBERTY HOTEL
THE MIDTOWN HOTEL
THE RITZ-CARLTON
THE WESTIN BOSTON WATERFRONT
THE WESTIN COPLEY PLACE
TOWN PLACE SUITES
W BOSTON
AC HOTEL

Cambridge Hotels

COURTYARD BY MARRIOTT
CHARLES HOTEL
HOLIDAY INN EXPRESS CAMBRIDGE
HYATT REGENCY
BOSTON MARRIOTT CAMBRIDGE
RESIDENCE INN CAMBRIDGE
ROYAL SONESTA

Information Centers

BOSTON COMMON VISITOR CENTER

COPLEY PLACE
PRUDENTIAL MALL CROSSWAY
SOUTH STATION VISITOR CENTER

LOGAN INTERNATIONAL AIRPORT -

Terminal E Information Ctr

CRUISE SHIP TERMINAL –

Raymond L. Flynn Black Falcon Cruise Terminal

Special Points

BOSTON BID
BOSTON TEA PARTY
OLD TOWN TROLLEY
BOSTON NATIONAL HISTORICAL PARK
MUSEUM OF SCIENCE
COMPASS FURNISHED APARTMENTS

Schools

ESL SCHOOL
HARVARD UNIVERSITY ADMINISTRATIVE
OFFICE
HARVARD UNIVERSITY LAW SCHOOL
BOSTON COLLEGE ADMISSION OFFICE
BOSTON COLLEGE LAW SCHOOL
BOSTON UNIVERSITY ADMINISTRATIVE OF-
FICE
GLOBAL PATHWAY @ NORTHEASTERN
UNIVERSITY
TUFTS DENTAL SCHOOL

Medical Institutions

BRIGHAM AND WOMEN HOSPITAL INTERNA-
TIONAL CENTER
MASSACHUSETTS EYE AND EAR INFIRMARY
MASSACHUSETTS GENERAL HOSPITAL

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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