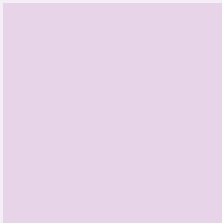


Advertise on NorthofBoston.org & Beyond

Don't just wait for visitors to find you—meet them where they already are. Our digital network connects your business with a highly engaged audience actively seeking things to do, see, and experience in the region.

Digital Advertising Opportunities

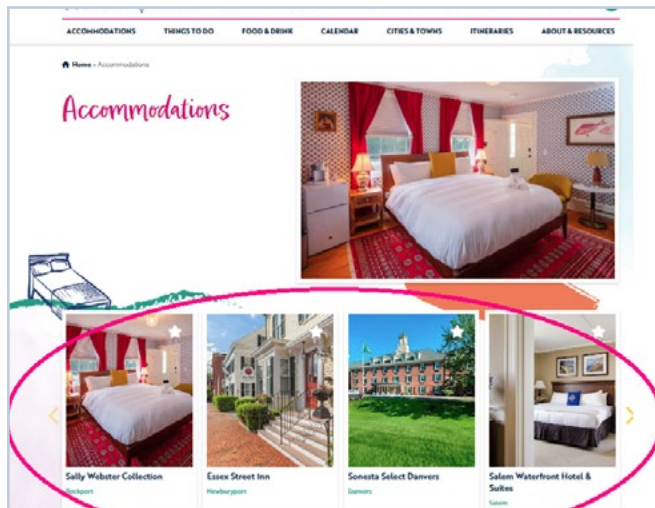
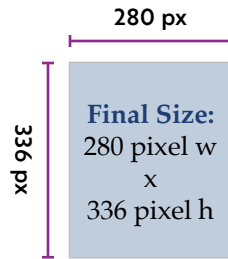
	Format	Description	Rate	✓
Website Advertisements	Featured Category Listing (280 x 336 px) 	This will place your business listing at the top of the category page, identified as a Featured Listing and will always show first to visitors on the page.	\$1,200 per year	
	Display Ads (392 x 545 px) 	Advertisement within category pages. Have your advertisement inside one of our highly trafficked pages. <i>For Example:</i> place your restaurant ad in our accommodations section.	\$1,000 per year	
	Anchor Ads (494 x 258 px) 	Run of site! This ad shows midway down the homepage and will follow a visitor to every page with a direct link back to your website.	\$900 per year	
	Homepage Banner Ad (970 x 250 px) 	Top of the homepage with a maximum of 5 participants. Ad rotates every 5 seconds and randomizes on page load. Links back to business URL.	\$300 per month	
			\$1,500 for 1 year	
Sponsored Website Content	Sponsored Blog Post (500-800 words, 3-6 photos)	Includes a dedicated social post & a link in the upcoming Visitor Newsletter, Member Buzz & Industry Update.	\$300 - you provide high-resolution images & text	
			\$600 - we write the blog & provide photos	
	Featured Listing (1200 x 1200 px) <i>Format:</i> JPG <i>Color Mode:</i> RGB <i>File Size:</i> 500-800 KB 	Increase your events visibility! A featured event/attraction will be highlighted at the top of the events pages, ensuring it stands out to visitors planning their trips. This provides maximum exposure to a targeted audience, driving awareness & engagement for your upcoming event. All featured events include a complimentary organic social post and will be included in the next monthly Visitor Newsletter.	\$250 - posted one month before the start date of your event. Stays up through the end of your event.	
Social Media	Dedicated Boosted Social Media Post	Amplify your reach with a boosted social media post on Visit North of Boston's social platforms. This ensures your message targets a wider demographic with precision, extending beyond our organic audience. Gain greater visibility and engagement to make a bigger impact.	\$100 - you provide text & image ready for posting	
			\$175 - curated post created on your behalf	
Email/Direct Communication	Dedicated Eblast - Visitor Eblast	Advertise by placing your message in front of a targeted, travel & tourism focused subscriber base. Whether promoting an event, special offer or unique service this direct approach ensures high visibility & meaningful engagement.	\$250 Visitor Eblast goes to our entire database of Visitors, members and industry contacts (<i>limited to 2 dedicated blasts a month</i>)	
	Dedicated Eblast - Member2Member	<i>Choose Your Mailing List →</i>	\$95 Member2Member goes to all member contacts & industry contacts	
	Visitor Newsletter Spotlight (30-50 words, 1 photo)	Advertise in our monthly newsletter to place your message in front of a targeted subscriber base focused on travel and tourism in our area. <i>Limited to one member per month.</i>	\$100 per month	

NorthofBoston.org Ad Format Placements

Our website offers a variety of ways to feature your business or organization.

Featured Category Listing

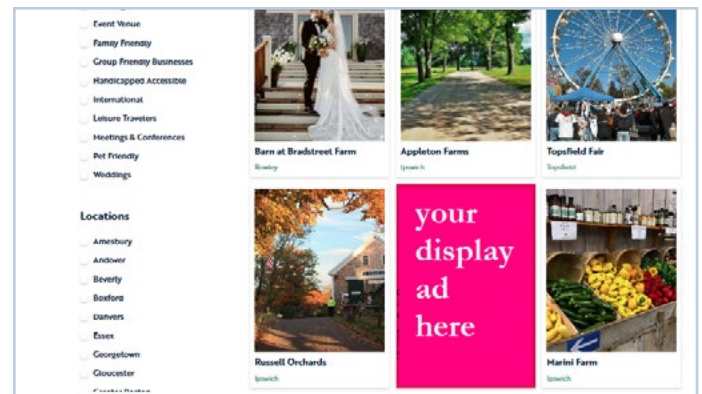
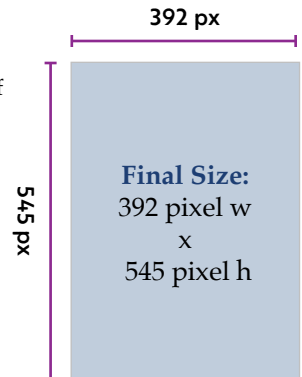
This will place your business listing at the top of the category page, identified as a Featured Listing and will always show first to visitors on the page.



Display Ads

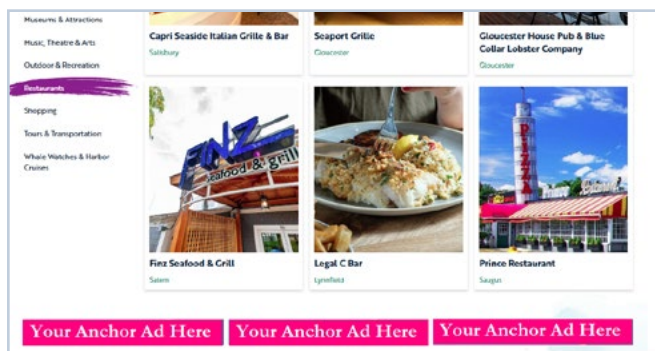
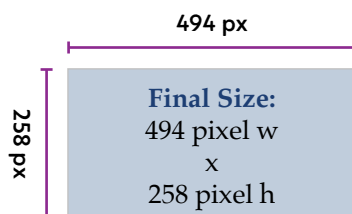
Advertisement within category pages. Have your advertisement inside one of our highly trafficked pages.

For Example: place your restaurant ad in our accommodations section.



Anchor Ads

Run of site! This ad shows midway down the homepage and will follow a visitor to every page with a direct link back to your website.



Homepage Banner Ads

Display your ad on top of the home page! Ad rotates every 5 seconds and randomizes on page load.

Maximum of 5 participants, so act fast!

