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.

NORTH of BOSTON
Convention & Visitors Bureau
northofboston.org

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. *For Example:* 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 Event Listing (1200 x 1200 px) *Format:* JPG *Color Mode:* RGB *File Size:* 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. *Choose Your Mailing List* →	**$250** Visitor Eblast goes to our entire data-base of Visitors, members and industry contacts *(limited to 2 dedicated blasts a month)*	☐
	Dedicated Eblast - **Member2Member**		**$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. *Limited to one member per month.*	**$100** per month	☐

NorthofBoston.org Ad Format Placements

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

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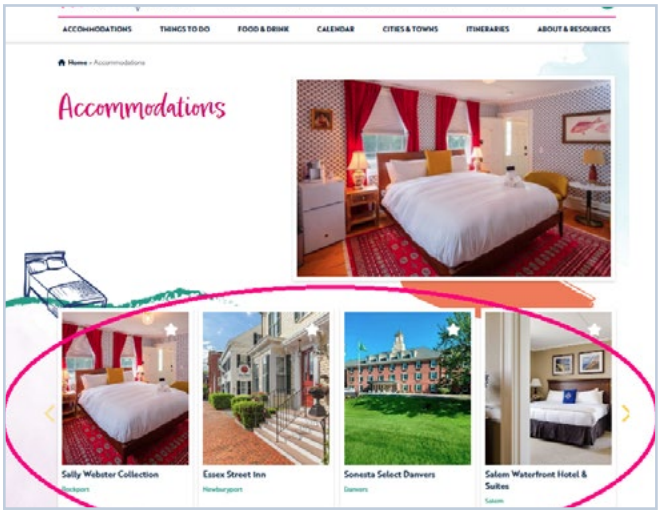
Featured Category Listing

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.

280 px

336 px

Final Size:
280 pixel w
x
336 pixel h



Display Ads

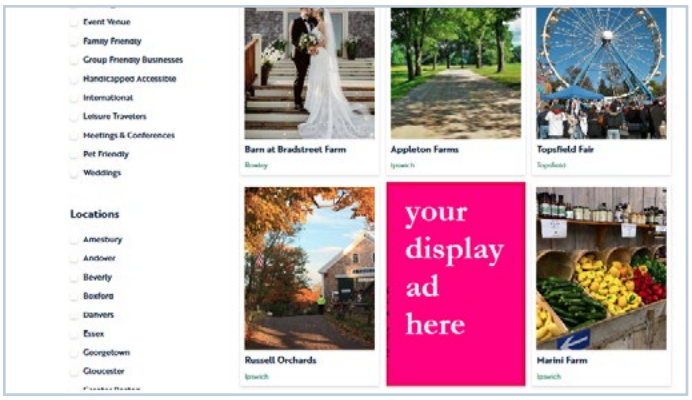
Advertisement within category pages. Have your advertisement inside one of our highly trafficked pages.

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

392 px

545 px

Final Size:
392 pixel w
x
545 pixel h



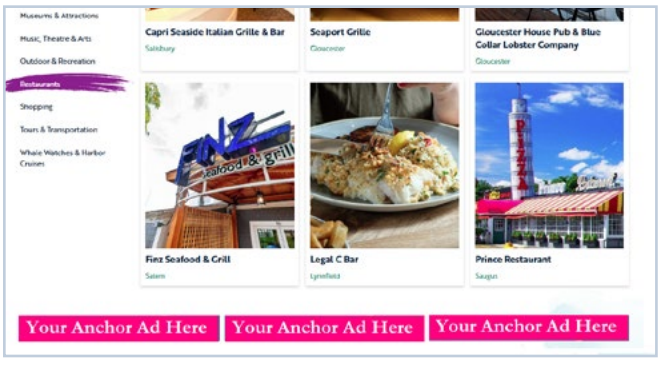
Anchor Ads

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.

494 px

258 px

Final Size:
494 pixel w
x
258 pixel h



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!

970 px

250 px

Final Size:
970 pixel w x 250 pixel h

