

North of Boston CVB Membership

MEMBER BENEFITS

FREE Official Visitor Guide Listing:

Membership includes a free business listing in 75,000 copies of the North of Boston Visitor Guide, distributed throughout Essex County, Greater Boston, Canada, and mailed to thousands of travelers annually.

FREE NorthofBoston.org Listing: Membership includes a free descriptive listing with hyperlink—upgrade with a photo for a one time fee of \$50.

FREE Online Calendar Listings: Spread the word about your events or exhibits while gaining valuable exposure for your business.

FREE New Member Shoutout: Get your business recognized as a new member and supporter of tourism in Essex County to our fans on Facebook as well as to over 300 member contacts.

FREE Exclusive use of official North of Boston logo: Use our logo to endorse your business as a member of the official convention & visitor's bureau for Essex County.

FREE Networking & Educational Opportunities: Meet industry colleagues and develop relationships that support your business through our networking mixers and monthly sales meetings.

FREE Member-to-Member Newsletter: Stay in the loop with our Biweekly E-blasts. Learn about ongoing initiatives to drive tourism to our region, as well as cooperative marketing opportunities, networking events, member information, and much more.

FREE Arts & Culture Bulletin: Over 15,000 people subscribe to these monthly newsletters, featuring cultural events and happenings in each of Massachusetts' 16 regions. Submit your events for North of Boston!

COOPERATIVE MARKETING AND PARTNERSHIP

Visitor Guide Advertising: Enhance your exposure in this annual publication—place an ad and be seen by thousands traveling to the North of Boston region.

Maria Miles Visitor Center: The official Gateway to Massachusetts is the perfect place to display your brochures and information on events. The center welcomes more than 40,000 visitors every month! Stand out by advertising with a banner, or a video on our 50" HD TV.

Cooperative Advertising: Stretch your marketing dollars by advertising collectively with other members in select print and online media.

Consumer E-blasts: Submitting content is a great way to get some coverage in this monthly e-newsletter that goes out to over 30,000 subscribers who have expressed interest in the North of Boston region. Banner advertisements guarantee exposure!

Tag-A-Long Program: We mail out 50,000 North of Boston Visitor Guide each year to visitors in the planning stages of their vacation—both domestic and international. Get your materials out with every request we receive.

EVEN MORE EXPOSURE FOR YOUR BUSINESS

FAM Tours: Join us in hosting journalists and photographers and international press covering the North of Boston region.

Member Promotion: Send us your photos and editorial information for consideration in our e-newsletters, online content, Facebook, and other PR communications promoting the North of Boston region.

