

Advertising Insertion Order

Publication **North of Boston Visitors Guide 2008-2009 with Driving Map**
Produced By North of Boston CVB
Distribution 150,000 copies distributed
About Award-winning annual magazine-style visitor guide highlights the region and is ideal for travel planning. Distributed worldwide at tradeshow, in response to phone, advertising and web inquiries & in brochure racks at Information Centers & AAA offices in New England and New York.



NEW: DRIVING MAP WITH MEMBER LISTINGS INCLUDED AS SPECIAL PULLOUT SECTION INSTEAD OF STANDALONE PIECE

<input checked="" type="checkbox"/> Ad Size	Dimensions	Four Color Rate
<input type="checkbox"/> Outside back cover	7.5" X 10"	First refusal basis – Call for premium placement
<input type="checkbox"/> Inside covers	7.5" X 10"	First refusal basis – Call for premium placement
<input type="checkbox"/> Divider pages (Divider Page options: Arts, Museums/Historic Places, Shopping/Dining, Outdoor Activities, Where to Stay)	7.5" X 10"	First refusal basis – Call for premium placement (includes 1 free enhanced listing)
<input type="checkbox"/> Map Sponsorship	4-page, 2-sided, 15" X 20"	\$3,000 – Limited number available
<input type="checkbox"/> Full page	7.5" X 10"	\$2,500 includes 1 free enhanced listing
<input type="checkbox"/> Second full page	7.5" X 10"	\$2,300
<input type="checkbox"/> Half page	7.5" X 4.875"	\$1,575
<input type="checkbox"/> Quarter page	3.625" X 4.875"	\$1,250
<input type="checkbox"/> Enhanced listing	30-word limit;	\$500; additional charge of \$5/word
<input type="checkbox"/> Map Number locator		\$250

Deadline: Space Deadline: NOV. 5, 2007; Materials Deadline: NOV. 30, 2007; Publish Date: JANUARY, 2008
Steps to Secure Ad

1. Indicate Ad Size above
 2. Sign, Date, and Complete Contact and Payment Information below
 3. **Fax: 978-977-7758 or Mail: North of Boston CVB, 17 Peabody Square, Peabody, MA 01960**
- Please use last year's advertisement Please use last year's enhanced listing

Note Complete ad specifications will be sent when space is confirmed. There is a charge for design/layout of your ad if you cannot provide camera-ready artwork. Please contact us for full details and additional pricing.

Authorized Signature _____ **Date** _____

NBCVB Member Company _____

Contact _____ **Phone** _____

Address _____

Credit Card # _____ **Expiration** _____

Name on Card _____ **Type** MC Visa Amex

Terms & Conditions: This order is good only for the publication and dates stated above. Use of these services constitutes the customer's agreement with said terms. Full payment is due with insertion order. If faxing, please provide credit card number. Services and deliverables provided to participants are provided without warranty of any kind, expressed or implied, including but not limited to warranties of merchantability or fitness for a particular purpose. Customer agrees that North of Boston Convention & Visitors Bureau's maximum liability hereunder due to errors and omissions shall not exceed payments made by the customer for the aforementioned services.