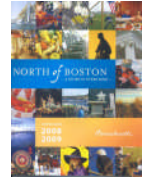


## Advertising Insertion Order

**Publication** **North of Boston Visitors Guide 2009-2010 with Driving Map**  
**Produced By** North of Boston CVB with North of Boston Media Group  
**Distribution** 150,000 copies distributed, with an additional 150,000 stand-alone maps distributed  
**About** Award-winning annual magazine-style visitor guide highlights the region and is ideal for travel planning. Distributed worldwide at tradeshows, in response to phone, advertising and web inquiries & in brochure racks at Information Centers & AAA offices in New England and New York. **NEW ADVERTISING OPTIONS:**  
**See new ad sizes below (limited quantity) & enhance your presence!**



<input checked="" type="checkbox"/> Ad Size	Dimensions	Rate (all ads are four color, run of book)
<input type="checkbox"/> Map Number locator	300,000 printed & distributed	\$300
<input type="checkbox"/> Enhanced listing	30-word limit	\$500; additional charge of \$5/word
<input type="checkbox"/> 1/6 Page (vertical)	2.25" x 4.75"	\$950
<input type="checkbox"/> 1/6 Page (horizontal)	4.75" x 2.25"	\$950
<input type="checkbox"/> 1/3 Page (vertical)	2.25" x 9.75"	\$1,350
<input type="checkbox"/> 1/3 Page (square)	4.75" x 4.75"	\$1,350
<input type="checkbox"/> 1/2 Page (horizontal)	7.25" x 4.75"	\$1,575
<input type="checkbox"/> 2/3 Page (vertical)	4.75" x 9.75"	\$1,900
<input type="checkbox"/> Full page (image area)	7.25" x 9.75"	\$2,500, includes 1 enhanced listing
<input type="checkbox"/> Second full page	7.25" x 9.75"	\$2,300
<input type="checkbox"/> Section Dividers (Section options:	Arts, Museums/Historic Places, Outdoor Activities, Shopping/Dining, Where to Stay)	First refusal basis (includes 1 enhanced listing)
<input type="checkbox"/> Inside covers	7.25" X 9.75"	First refusal basis (includes 1 enhanced listing)
<input type="checkbox"/> Outside back cover	7.25" X 9.75"	First refusal basis (includes 1 enhanced listing)

**Deadline: Space Deadline: DEC. 5, 2008; Materials Deadline: DEC. 19, 2008; Publish Date: FEBRUARY, 2009**  
*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  
Please submit camera-ready artwork. Preferable file type is a high resolution CMYK PDF. Other acceptable file types are .tif, InDesign CS, QuarkXPress. All files should be built in CMYK with crop marks. 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**

**Type**  MC  Visa  Amex

**Name on Card**

**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, 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 CVB's maximum liability hereunder due to errors and omissions shall not exceed payments made by the customer for the aforementioned services.