

Massachusetts great escapes 2009

Promoting Massachusetts
To Winter/Spring Travelers
In partnership with American Express and
The Massachusetts Office of Travel and Tourism.



The Publication that delivers affluent travelers year after year

Massachusetts Great Escapes provides an affordable and accountable way to reach people with proven spending power who are planning a trip to Massachusetts between the November and April time.

Great Escapes is the premier winter-spring travel planning resource guide lodging, activities, and attractions in Massachusetts.

59% of readers planning to take a vacation between January and April decide to do so after November 1, providing you with the marketing exposure you need during the lower demand period.



**NEW
FOR
2009**

The Massachusetts Lodging Association is dedicated to extending your message. This year, *Great Escapes* will have a new look, powerful imagery and fresh editorial content.

Domestic Distribution

The publication will be mailed to 350,000 American Express frequent travelers in New England, New York, New Jersey and Eastern Pennsylvania before November 21st.

International Distribution

In 2009, *Great Escapes*' distribution will expand to reach audiences in Canada, the United Kingdom, and Ireland at key consumer shows.

Powered by Travelocity

This year's *Great Escapes* will introduce MLA's brand new online reservation system, powered by Travelocity. Our enhanced reservation system allows readers to book their entire Massachusetts getaway in one place.

2009 Great Escapes Editorial Features:

- Historic ports, six port cities where you can revisit history
- Spas and fall/winter sports, offering spa experiences and recommended fall/winter activities
- A fireplace and a four-poster, romantic weekends away from it all

For more information, contact
Michelle Sarafin Katz at 617-720-1776
msarafin@masslodging.com



Great Escapes is exclusively published by

B BostonGlobeMedia
CUSTOM PUBLISHING

Space is limited. Call your *Great Escapes* sales representative for details or contact Michelle Sarafin Katz at 617-720-1776/msarafin@masslodging.com.



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Ad Specifications and Rate Sheet

Deadlines

Space Deadline October 7th, 2008
Materials Deadlines October 12th, 2008

* Invoices for advertising will be issued
upon receipt of insertion order.

Ad Specs

No Bleed

	Width	Height
Full Page	7"	10"
2/3 vertical	4 5/8"	10"
1/2 horizontal	7"	4 1/2"
1/3 vertical	2 1/4"	10"
1/3 square	4 1/2"	4 1/2"
1/6 vertical	2 1/4"	4 1/2"

Bleed

	Width	Height
Full Page	8 1/4"	10 3/4"
2/3 vertical	5 3/8"	10 3/4"
1/2 horizontal	8 1/4"	5 3/8"
1/3 vertical	2 7/8"	10 3/4"
1/3 square	n/a	
1/6 vertical	n/a	

Extend image 1/8" on all sides to accommodate bleed.
Magazine trim size is 8" x 10 1/2". Please keep
images/text 1/4" from trim. Please add 1/8" to all
sides of trim for any bleed ad.

RATES

Four Color

Full	\$13,000
2/3	\$9,700
1/2	\$7,300
1/3	\$4,895
1/6	\$2,025

Cover Rates

Inside Front Cover	\$14,970
Inside Back Cover	\$13,800
Back Cover	\$20,000

Remote File Delivery - Files prepared by the advertiser should be send via AdSend or Fastchannel. We DO NOT accept ad files via Email. Using these service, advertisers can quickly and easily send ads via the internet from any browser. Visit their website at FastChannel.com or adSend.com to establish an account. The Globe will cover the file transmission costs for ads send via Fastchannel.com.

Display ads should be prepared as composite Adobe Acrobat PDF files only

Please contact the Remote Advertising Hotline at 617-929-8470 or 7598 for questions or assistance with file preparation or setting up the Fastchannel connection.

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