Advertising and Media Guide

OLD TOWN TROLLEY TOURS of BOSTON
Provided to every guest aboard the Old Town Trolley and Ghost and Gravestones Tours.

Only FREE MAP distributed at our stops.

Distributed in over 400 locations in the greater Boston area.

12 months | 1,000,000 copies

CONTRACT DURATION

YOUR CHOICE OF

Multiple Ad Sizes*

1/2 PANEL

FULL PANEL

Various Size

MAP SIDE

NON MAP SIDE

Please Call

Various Size Availables
(Non-bleed)

$12,000

FULL PANEL AD
3.75” w x 8.75” h
(Non-bleed)

$7,000

1/2 PANEL AD
3.75” w x 4.25” h
(Non-bleed)

Please Call

BACK COVER, FULL PANEL
4.125” x 9.125
(with Bleed)

Bonus

Web listing on TrolleyTours.com
(under things to see on our tour route)

2.75 MILLION

WEB HITS PER YEAR

Location dot on map

Four complimentary

Historic Tours of America tour tickets

Please Call for Pricing and Availability

*Ad sizes may slightly vary.
Think Big!
Make an impact with Old Town Trolley Tours moving messages. The Old Town Trolleys tour travels the entire metro area including high visibility areas where they are seen by tourists and locals. Cut through the clutter in advertising and stand out amongst the best. Old Town Trolley Tours is everywhere you want your message to be!

Production Cost:
- Back Wrap: $1,995
- Full Wrap: $5,995

Advertising Cost:
- Back Wrap: $1,295
- Full Wrap: $2,295

*All art production is at the client’s expense. All terms will be outlined in the contract. Dimensions may slightly vary.

Please Call for Pricing and Availability
E-Mail
Ads can be submitted to the following address:
ads@blackdogadvertising.com

Our email system can only accept files that are 10MB or less. If file size is larger, please use a file transfer website, i.e. WeTransfer, HighTail, etc. or a Google Drive.

Mailed Media Materials
Blackdog Advertising
8771 SW 129th Terrace, Miami, FL 33176
305-253-8388

CONTACT US
Kimberly Villandry
Advertising Sales Representative
617-269-7150 x242
kimberly.villandry@historictours.com

FILE TRANSFER

MECHANICAL REQUIREMENTS
• All ads must be submitted as a four color process with a resolution of 300 dpi or higher and embedded fonts.
• All ads must be submitted as HIGH RESOLUTION, PRINT QUALITY PDF FILES.
• For ad size, please contact your ad sales representative.
• Although we do our best to ensure color accuracy, Historic Tours of America is not responsible for incorrect output of color or the color correcting of ads if a color-match proof is not provided.

CREATIVE SERVICES
Historic Tours of America’s out of house advertising agency, Blackdog Advertising, will provide professional and creative ad design assistance, layout, typesetting, and preparation of electronic files to display advertisers, Photo images must be at least 300dpi. They accept the following formats: .tif, .eps and .jpg. Images from the Web or embedded in a Word document will not be accepted.

All art production is at the client’s expense. Please inquire about inhouse cost.

Discounts are available in conjunction with other Historic Tours of America advertisement opportunities.

ALL ARTWORK MUST BE APPROVED BY HISTORIC TOURS OF AMERICA

OLD TOWN TROLLEY TOURS of BOSTON

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