

Advertising and Media Guide



OLD TOWN TROLLEY TOURS.
of BOSTON

MAP ADVERTISING

FREE MAP ADVERTISING



OLD TOWN TROLLEY TOURS®
FREE MAP
BOSTON
ATTRACTIONS | TOURS | SHOPPING

OLD TOWN TROLLEY TOURS®
Presented by Historic Tours of America®
877-521-3552 • TrolleyTours.com

Provided to every guest aboard the Old Town Trolley and Ghost and GravestonesSM Tours

Only FREE MAP distributed at our stops

Distributed in over 400 locations in the greater Boston area

12 months | 1,200,000 copies
CONTRACT DURATION

YOUR CHOICE OF
Multiple Ad Sizes*

1/2 PANEL	FULL PANEL	Various Size MAP SIDE NON MAP SIDE
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Based on a standard 4" x 9" panel

Please Call
Various Size Available
(Non-bleed)

\$8,595
1/2 PANEL AD
3.75" w x 4.25" h
(Non-bleed)

\$14,995
FULL PANEL AD
3.75" w x 8.75" 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.

VEHICLE ADVERTISING

BACK WRAPS



Back Wrap

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!



Full Wrap

PRODUCTION COST

\$2,095

BACKWRAP

\$5,995

FULL WRAP

INCLUDES INSTALLATION
AND REMOVAL

ADVERTISING COST

\$1,595

BACKWRAP

PER MONTH

\$2,595

FULL WRAP

PER MONTH

*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



FILE TRANSFER

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

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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**Please Make All Checks Payable to:
Old Town Trolley Tours of Boston**

380 Dorchester Avenue
Boston, Massachusetts 02127

www.TrolleyTours.com