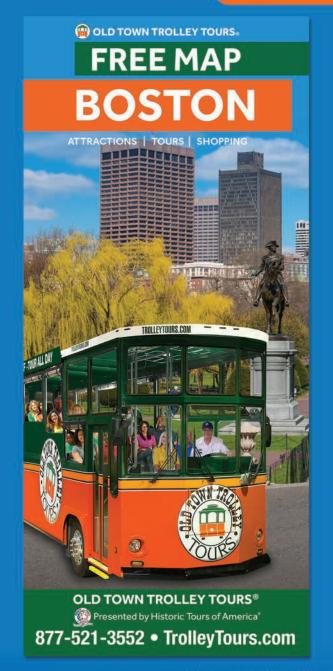
# Advertising and Media Guide



# MAP ADVERTISING

# FREE MAP ADVERTISING



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 | 1,200,000 copies

CONTRACT DURATION

YOUR CHOICE OF Multiple Ad Sizes:



Based on a standard 4" x 9" panel

### Please Call

Various Size Availables (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)



Location dot on map

Four complimentary
Historic Tours of America tour tickets

# Please Call for Pricing and Availability



# **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 5.995

INCLUDES INSTALLATION AND REMOVAL

BACKWRAP

ADVERSTING COST

BACKWRAP FULL WRAP PER MONTH 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.



# 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