



REACHING THE MASSES WITH YOUR MESSAGE



NEW HIGH-TRAFFIC MARKETING OPPORTUNITIES AT THE WELCOME CENTER

- ✓ Across the street from Boston Common
- ✓ High-traffic targeted visitors SEEKING information
- ✓ Captive Audience ready to spend

THE TROLLEY STOP WELCOME CENTER

Located just steps from Boston Common, Old Town Trolley's Welcome Center does just that- Welcomes Visitors to Boston!

And not just ANY visitors....

Visitors **SEEKING** information

Visitors **NEEDING** recommendations
on things to do, places to eat, and sights to see

Visitors **HEADING** in your
direction on the trolley- with time and money to spend

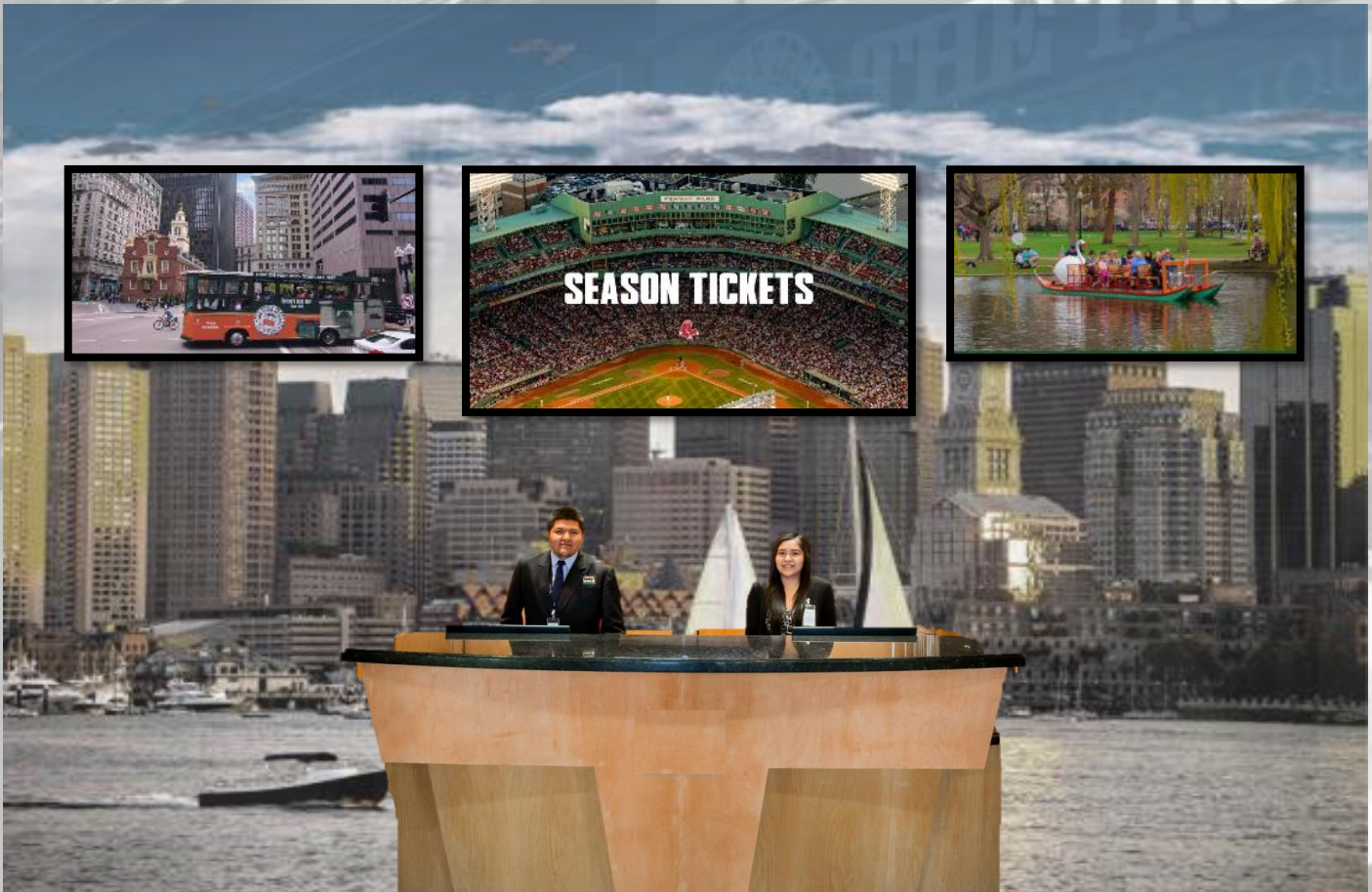


For most visitors to Boston this is their **FIRST STOP** and the very beginning of their Boston vacation.

This is the perfect position to display your business' message and to effectively reach your target market

MARKETING OPTIONS

FULL WALL DIGITAL DISPLAYS



PRICING:

- Your digital ad or commercial on all three of our Welcome TV's.
- Digital ad only: \$295 (10 seconds), \$395 (20 seconds) or \$495 (30 seconds)
- Commercial or video \$495 (30 seconds) or \$595 (1 minute)

TROLLEY STOP ENTRANCE DISPLAY

This lightbox display will be right next to the entrance. This is the only backlit marketing option; giving it special noticeability. This display is dedicated to help people know what are the most important, not to be missed places to visit on their trolley tour.



PRICING:

- Single Space: \$795/year
- Single Space plus digital ad and brochure distribution \$995/year
- Double-wide or Double-high \$1495/year
- Double plus digital ad and brochure distribution \$1695/year

NEIGHBORHOOD DISPLAYS

These 4-sided prominent and beautiful displays will rotate and will highlight the unique neighborhoods of Boston.



PRICING:

- Individual single ads cost \$795/year, but being part of a co-op brings the price down to \$595/year. Price includes your digital ad or commercial on two TV's in the Welcome Center and brochure distribution.
- Neighborhood options: Dining Recommendations, Museums of Boston, Historical Sites of Boston, Downtown, Back Bay, Seaport and Beacon Hill.