

MARKETING & ADVERTISING OPPORTUNITIES 2023



GROW YOUR BUSINESS WITH THE PBG

Founded in 1978, the Provincetown Business Guild is the only organization that is focused specifically on marketing and promoting Provincetown to the global LGBTQ+ community and our allies to reinforce our reputation as the world's #1 Queer community.

Traffic to Ptown.org has doubled year-over-year as a result of our improved SEO strategy and content creation programs. The PBG's marketing strategy has generated some of the largest crowds ever seen for events like Provincetown Pride and our engagement across social media platforms has increased by more than 400%.



With plans for 2023 including a new queer Provincetown Map, an improved annual directory, expanded programming, and a new optimized mobile friendly website, being a member of the PBG offers you the opportunity to use our various platforms to get your business in front of our local & visiting LGBTQ+ community.

Advertising deadlines begin March 20th - be sure to book space now!

YOUR LGBTQ+ GUIDE TO GOOD TIMES IN PROVINCETOWN

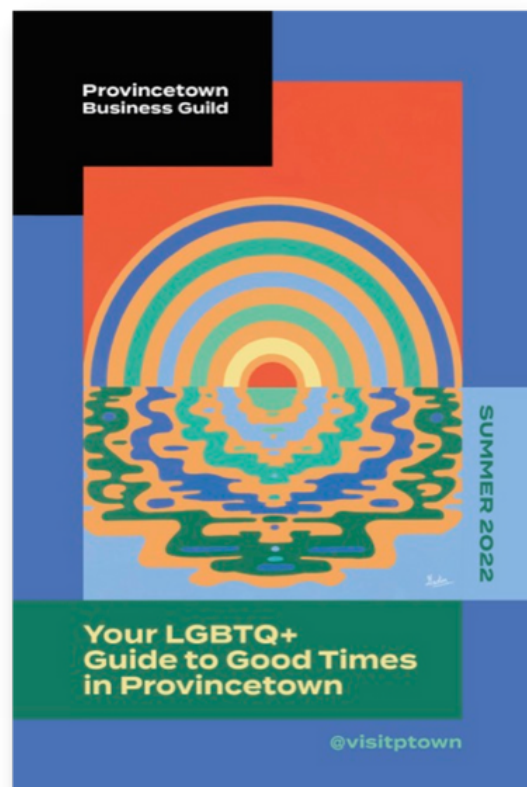
WHAT'S NEW?

The PBG is streamlining our printed guide program by consolidating into one edition for the 2023 year.

We will be printing 15,000 guides that will be distributed throughout the season from May - October, a 50% increase from 2022.

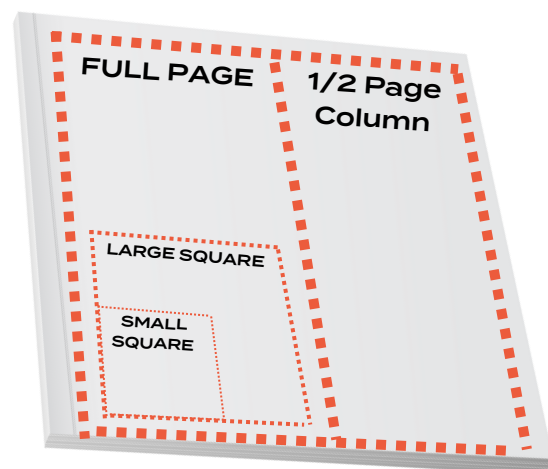
Our new advertising program features a broad variety of options and pricing for all budgets, with display ads starting at just \$500.

The new 2023 Guide measures 8 inches wide x 8 inches high. This new size makes full page ads more than 30% larger than last year's guide.



RATES

Placement	Size (Inches)	Price
Inside Covers	8Wx8H	\$3,000
Two-Page Spread	16Wx8H	\$3,500
Back Cover	8Wx8H	\$3,500
Full Page (Random)	7.5Wx7.5H	\$2,500
1/2 Page Column	3.5Wx7.5H	\$1,500
Large Square	3.5Wx3.5H	\$750
Small Square	2.25Wx2.25H	\$500



DEADLINES Booked by March 20 | Creative due April 1
SPECS Please submit ads in high-res pdf format

NEW for 2023!

PROVINCETOWN QUEER ADVENTURE GUIDE & MAP



The PBG is introducing a new LGBTQ+ map for the 2023 season. This foldable guide to Provincetown's streets and attractions will include articles that detail town's Queer history and resources. Distributed at PBG member businesses throughout the community, this tool provides a new low-cost print advertising opportunity for your business.

Placement	Size (Inches)	Price
Standard Square	1.5Wx1.5H	\$200
Vertical Box	1.5Wx3.25H	\$300
Horizontal Box	3.25Wx1.5H	\$300
Premium Square	4Wx4H	\$800
Back Cover Square	4Wx4H	\$1200

The PBG will be printing and distributing 20,000+ of these guides beginning in May

DEADLINES Booked by March 20 | Creative due April 1
SPECS Please submit ads in high-res pdf format

ONLINE ADVERTISING ON PTOWN.ORG

+260% Growth in Traffic

2021: 188K Users
2022: 492K Users
Average Session - 1:32

New vs. Returning

83% New Users
17 % Returning Visitors

Where We Reached Our Users

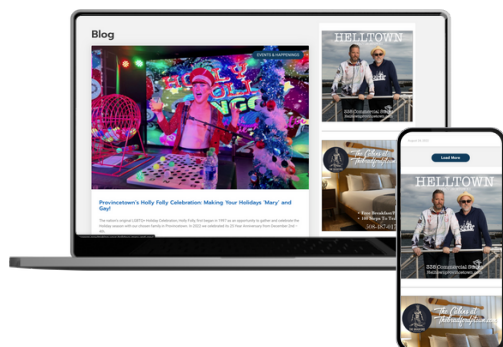
70.3 % On Mobile
27.5% on Desktop
Top 10 States
MA, WA, NY, MN, TX
CT, CA, FL, PA, SD

Advertising on the PBG website directly connects you to the nearly half a million users that visit Ptown.org annually to plan their activities and travel.

The PBG offers digital box ads with full run-of-site (ROS) rotation for as little as \$350 for the Summer season. You can expand your reach to targeted visitors by purchasing page specific advertising on a variety of sections for \$500 per subject.

Placement	Size (pixels)	Price
Summer Season ROS	1:1 (250x250)	\$350
Annual ROS	1:1 (250x250)	\$500
PREMIUM PLACEMENTS <ul style="list-style-type: none">LodgingLast Minute AvailabilityRetailNEW: CannabisNEW: Celebrations	Add ons	\$500/ea

DEADLINES Summer Season booked by April 1 | Creative due April 15.
SPECS Please submit ads in high-res jpg or png format



Complete Your Order Online
PTOWN.ORG/ADVERTISING

Questions or Offline Help
BRAD@PTOWN.ORG
508.487.2313

FEATURE YOUR BUSINESS IN PBG EVENTS!



FEET OVER FRONT STREET 5K EVENT SPONSORSHIP



The first two Feet Over Front Street 5K events, launched in 2022, were welcomed enthusiastically by nearly 500 runners and walkers.

The series has allowed the PBG the opportunity to attract new visitors to Provincetown by offering health & wellness programming as part of events like Pride and Carnival and has helped to generate new media exposure on platforms like OutSports.com.

Becoming a sponsor of the Feet Over Front Street 5K Series is a great way to show your support for the PBG, the LGBTQ+ community in Provincetown, and to earn community exposure for your business or organization.

PRIDE FEET OVER FRONT STREET JUNE 2023

CARNIVAL FEET OVER FRONT STREET AUGUST 2023

DEADLINES Confirm your participation by April 1

Sponsorship	Value Offerings	Rate
Presenting	Top Tier Brand/Logo Placement on All Promotional Material (Poster, Site, T-Shirts, Banner), Table at Event, 6 Month ROS Ptown.org Ad, 2 Registrations	\$1,500
Community	Brand/Logo Placement on All Promotional Material (Poster, Site, T-Shirts, Banner), Table at Event, 6 Month ROS Ptown.org Ad	\$1,000
Local	Brand/Logo Placement on Promotional Material (Site, T-Shirts)	\$275

CARNIVAL PARADE ARTIST MATCHMAKING PROGRAM



In 2022 the PBG introduced a new initiative to pair artists with local businesses to add new creative energy to Provincetown's Carnival celebration and support our local artist community.

Recognizing that during the busy Summer season many businesses lack the resources to conceptualize and build their own floats, the PBG's Artist Matchmaking Program connects you with a local artist who will design & build a float for you.

With partners like Linchris Hotels, Bay State Cruise Co. and The Crown & Anchor participating last year, we've doubled the floats available to be underwritten for 2023's theme: Land of Toys.

Large Float: \$5,000

Self-Propelled Float: \$1,500

Float includes trailer, truck, driver AV outfitting & registration/insurance



DEADLINES Confirm your participation by July 1

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