

# MARKETING & ADVERTISING OPPORTUNITIES 2024



## GROW YOUR BUSINESS WITH THE PBG

Founded in 1978, the Provincetown Business Guild is a membership-based nonprofit focused on promoting Provincetown as The Travel Destination for the LGBTQ+ community. We aim to elevate and cultivate the queer identity of Provincetown, drive LGBTQ+ tourism, and support our local businesses by producing events, providing marketing & promotional opportunities, and striving to unite and represent the business community.

Our vision is a world where every LGBTQ+ person feels safe and welcome in Provincetown, experiencing its unique magic and charm as a destination that celebrates diversity and inclusivity. We aim to bring all people to Provincetown to stay, eat, shop, and experience the specialness of the town as a safe-harbor where visitors are able to be themselves.



Original founders of the PBG.

With plans in 2024 that include a new digital membership-hub, the return of our Queer Adventure Guide & Map, a further-upscaled annual guidebook, and legacy programming that continues to grow, 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 29th - be sure to book now!**

# YOUR LGBTQ+ GUIDE TO GOOD TIMES IN PROVINCETOWN

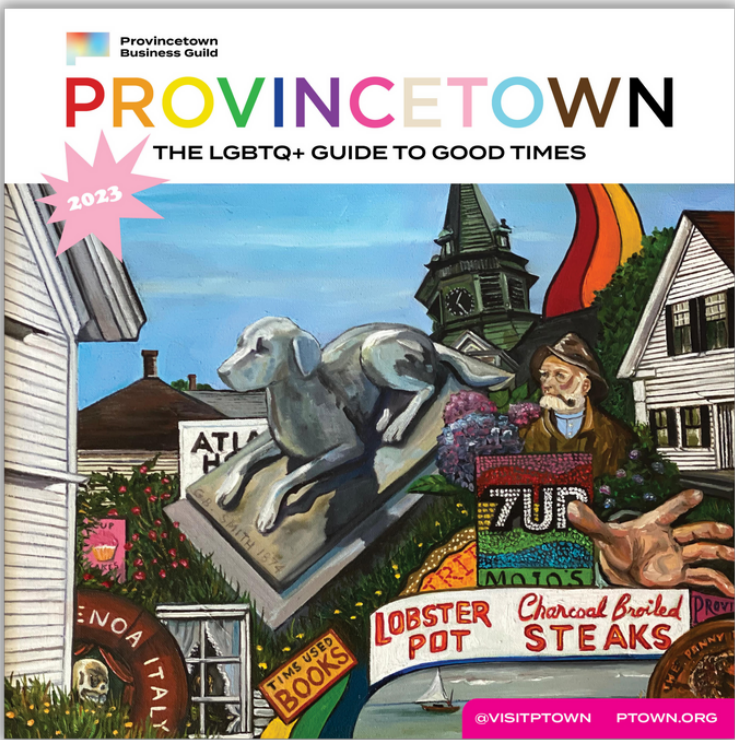
## WHAT'S NEW?

Last year the PBG streamlined our printed guide program by consolidating three playbills into one high-quality, coffee table-style booklet:

This year we will print 12,000 guides in high-grade McCoy #1 silk paper to be distributed in town throughout the season from May - October, 2024.

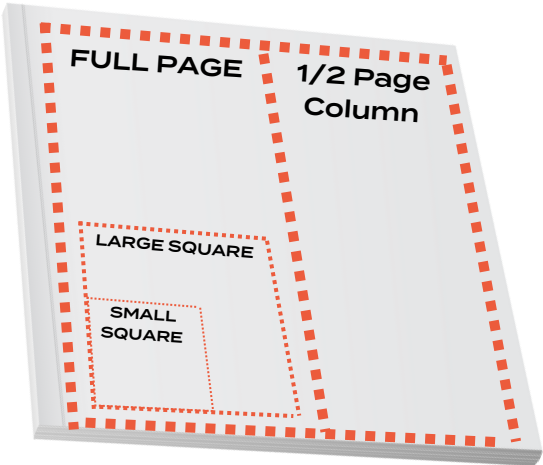
Our new advertising program features a broad variety of options and pricing for all budgets, with print ads starting at just \$500.

The 2024 Guide measures 8 inches wide x 8 inches high. This size makes full page ads more than 30% larger than our former playbill format.



## RATES

Placement	Size (Inches)	Price
Inside Covers	8Wx8H	\$3,000
Two-Page Spread	16Wx8H	\$3,500
Full Page	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 29 | Creative due April 5  
**SPECS** Please submit ads in high-res pdf format

# PROVINCETOWN QUEER ADVENTURE GUIDE & MAP



## WE WILL SELL OUT!

The PBG's LGBTQ+ annual map is a foldable guide to Provincetown's streets and attractions and includes information on town's Queer history and resources. Distributed at PBG member businesses throughout the community, this tool provides a lower-cost print advertising opportunity for your business.



Placement	Size (Inches)	Price	Avail.
Standard Square	1.5Wx1.5H	\$300	20
Vertical Box	1.5Wx3.25 H	\$500	3
Premium Square	4Wx4H	\$1,500	9
Back Cover Square	4Wx4H	\$2,500	1

The PBG will be distributing 20,000 maps starting in May & rolling ALL SEASON LONG.

**DEADLINES** Booked by March 29 | Creative due April 5  
**SPECS** Please submit ads in high-res pdf format

## ONLINE ADVERTISING ON PTOWN.ORG

### +160% Growth in Traffic

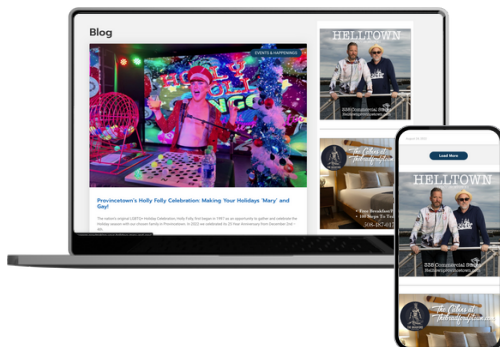
2021: 143K Sessions  
 2022: 268K Sessions  
 2023: 370K Sessions  
**Average Session - 1:32**

### 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 with average visibility of 50,000 impressions. 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"> <li>Lodging</li> <li>Last Minute Availability</li> <li>Retail</li> <li>Cannabis</li> </ul>	Add-ons	\$500/ea

**DEADLINES** Summer Season booked by April 5 | Creative due April 19  
**SPECS** Please submit ads in high-res jpg or png format

Complete Your Order Online  
**PTOWN.ORG/ADVERTISING**

Questions or Offline Help  
**OFFICE@PTOWN.ORG**



## FEATURE YOUR BUSINESS IN PBG EVENTS!



### FEET OVER FRONT STREET 5K EVENT SPONSORSHIP



#### PRIDE FEET OVER FRONT STREET

**JUNE 2024**

#### CARNIVAL FEET OVER FRONT STREET

**AUGUST 2024**

**DEADLINES** Confirm your participation by April 5

Now in its third year, the bi-annual Feet Over Front Street 5K run/walks for Pride & Carnival have welcomed enthusiastically nearly 1,000 total participants!

The series has allowed the PBG the opportunity to attract 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.

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 an initiative pairing creatives 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 and build a float for you.

With new partners like Cooperative Bank of Cape Cod, Out Magazine, Provincetown Bookshop and Cape Cod 5 participating in 2023, we're increasing the number of floats available to be underwritten for 2024's theme: Renaissance & Revolution!

**Large Float: \$5,000**

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



**DEADLINES** Confirm your participation by June 1

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