

MARKETING & ADVERTISING OPPORTUNITIES 2025



GROW YOUR BUSINESS WITH THE PBG

Founded in 1978, the Provincetown Business Guild is a membership-based nonprofit organization that promotes 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.

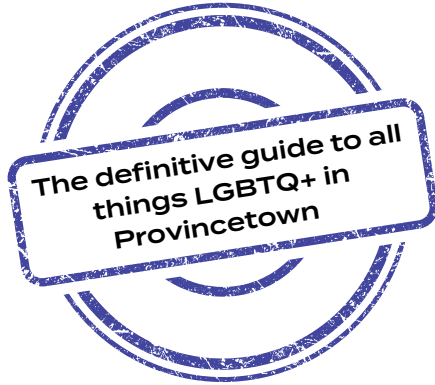
Our vision is a world where every LGBTQ+ person feels safe and welcome in Provincetown, experiencing its unique magic and charm as a destination that celebrates diversity and inclusivity. We aim to bring all people to Provincetown to stay, eat, shop, and experience the specialness of the town as a safe-harbor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

GET YOUR MESSAGE IN FRONT OF OUR LOCAL & VISITING LGBTQ+ COMMUNITY

Our advertising program features a broad variety of options and pricing for all budgets, with print ads starting at just \$350.

Advertising deadlines begin March 19th - be sure to book now!

PRINT ADVERTISING



THE LGBTQ+ GUIDE TO GOOD TIMES IN PROVINCETOWN

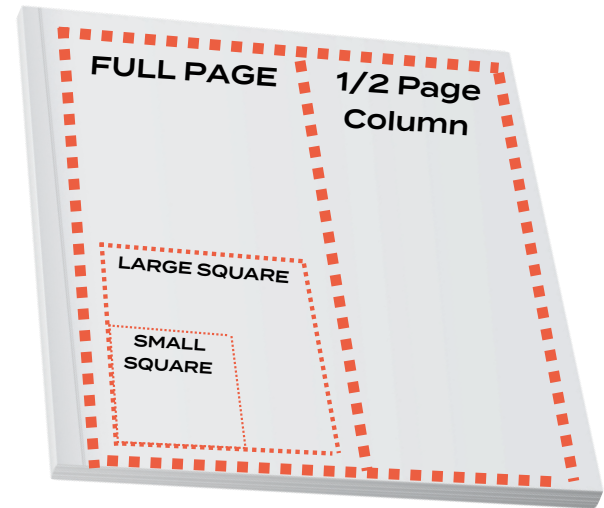


We will print 10,000 guides to be distributed in town, on the Cape, and in select locations in Boston throughout the season from May - October 2025.

- Full color
- 8 inches wide x 8 inches high
- Perfect bound

RATES

Placement	Size (Inches)	Price
Inside Covers	8Wx8H	\$3,300
Two-Page Spread	16Wx8H	\$3,850
Full Page	7.5Wx7.5H	\$2,750
1/2 Page Column	3.5Wx7.5H	\$1,650
Large Square	3.5Wx3.5H	\$825
Small Square	2.25Wx2.25H	\$550



DEADLINES Book by March 19 | Creative due April 4
SPECS Please submit ads in high-res pdf format

PROVINCETOWN QUEER ADVENTURE GUIDE & MAP



WE WILL SELL OUT!

The PBG's annual LGBTQ+ 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	\$350	18
Vertical Box	1.5Wx3.25 H	\$550	4
Premium Square	4Wx4H	\$1,650	6
Back Cover Square	4Wx4H	\$2,750	1

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

DEADLINES Book by March 19 | Creative due April 4
SPECS Please submit ads in high-res pdf format

ONLINE ADVERTISING ON PTOWN.ORG

Consistent Growth in Traffic

2022: 268K Sessions
 2023: 370K Sessions
 2024: 394K Sessions
Average Session - 2:33

New vs. Returning

85% New Users
 15% Returning Visitors

Where We Reached Our Users

68.2 % On Mobile
 30.2% 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 low 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 (May - September)	1:1 (350x350)	\$350
Annual ROS	1:1 (350x350)	\$500
PREMIUM PLACEMENTS		
<ul style="list-style-type: none"> Lodging Last Minute Availability Retail Cannabis 	Add-ons	\$500/ea

DEADLINES Book by April 4 | Creative due April 18
SPECS Please submit ads in high-res jpg or png format (350 dpi)



FEATURE YOUR BUSINESS IN PBG EVENTS!



FEET OVER FRONT STREET 5K EVENT SPONSORSHIP



**PRIDE FEET OVER FRONT STREET
JUNE 2025**

**CARNIVAL FEET OVER FRONT STREET
AUGUST 2025**

DEADLINES Confirm your participation by April 11

Now in its fourth year, the bi-annual Feet Over Front Street 5K run/walks for Pride & Carnival have enthusiastically welcomed nearly 1,500 total participants!

The series has allowed the PBG 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 an effective way to show your support for the PBG, the LGBTQ+ community in Provincetown, and to earn community exposure for your business or organization. Pricing includes sponsorship of both races.

Sponsorship	Value Offerings	Rate
Presenting	Top Tier Brand/Logo Placement on All Promotional Material (Poster, Site, T-Shirts, Banner), Table at Event, 2 Registrations	\$1,650
Community	Brand/Logo Placement on All Promotional Material (Poster, Site, T-Shirts, Banner), Table at Event	\$1,150
Local	Brand/Logo Placement on Promotional Material (excluding T-Shirts)	\$350

CARNIVAL PARADE ARTIST MATCHMAKING PROGRAM



Now in its fourth year, this popular initiative pairs local artists with local businesses to add 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 collaborate with you to design and build a float for your business, creatively interpreting the 2025 Carnival theme, Summer Camp!

Large Float: \$5,500

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



DEADLINES Confirm your participation by May 30