

MARKETING & ADVERTISING OPPORTUNITIES 2026



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.

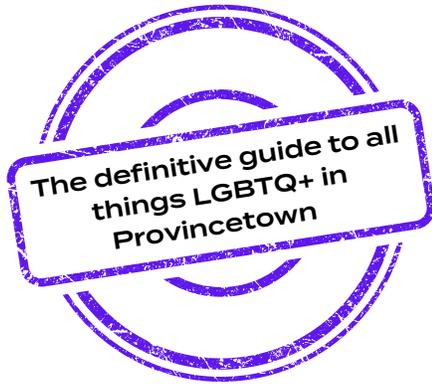
Our vision is a world where every LGBTQ+ person feels safe and welcome in Provincetown, experiencing its unique magic and charm as a destination that celebrates diversity and inclusivity. We aim to bring all people to Provincetown to stay, eat, shop, and experience the specialness of the town as a safe-harbor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

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

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

Advertising deadlines begin February 27 - be sure to book now!

PRINT ADVERTISING



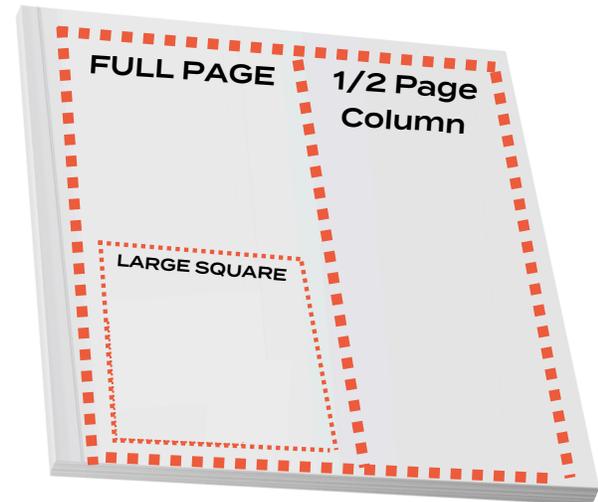
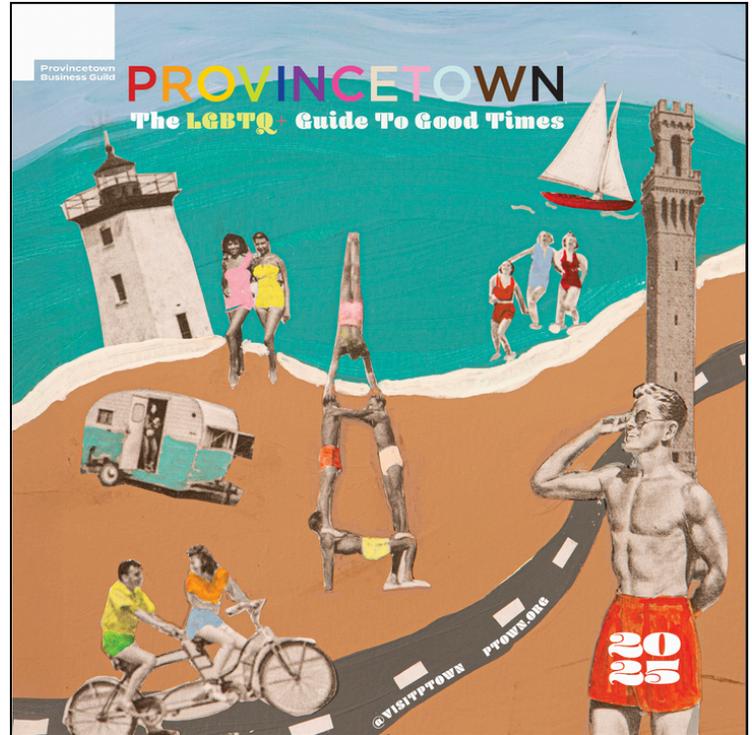
10,000+ guides to be distributed in Ptown, on the Cape, and in select locations in Boston from late April to December 2026.

- 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

THE LGBTQ+ GUIDE TO GOOD TIMES IN PROVINCETOWN



DEADLINES

Early Bird: Book by February 27 & receive 10% off your ad buy
Book by March 6 | Creative due March 23

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	10
Vertical Box	1.5Wx3.25 H	\$550	8
Premium Square	4Wx4H	\$1,650	6
Back Cover Square	4Wx4H	\$2,750	1

The PBG will be distributing 20,000 maps from late April through the end of 2026.

DEADLINES Book by March 6 | Creative due March 23
SPECS Please submit ads in high-res pdf format

ONLINE ADVERTISING ON PTOWN.ORG

Ptown.org 2025 Site Traffic

382K Sessions
 Average Session Length: 2:35

New vs. Returning

73% New Users
 27% Returning Visitors

Where We Reached Our Users

72% On Mobile
 28% on Desktop

Top 10 States

MA, NY, FL, VA, GA,
 OH, MI, NC, CT, CA

Advertising on the PBG website directly connects you to the nearly half a million users who visit Ptown.org annually to plan their travel and Provincetown experience. The PBG offers digital box ads with full run-of-site (ROS) rotation for as low as \$350 during the Summer season, with average visibility of 50,000 impressions. You can expand your reach by purchasing page-specific advertising across various 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 March 30 | Creative due April 17
SPECS Please submit ads in high-res jpg or png format (350 dpi)

