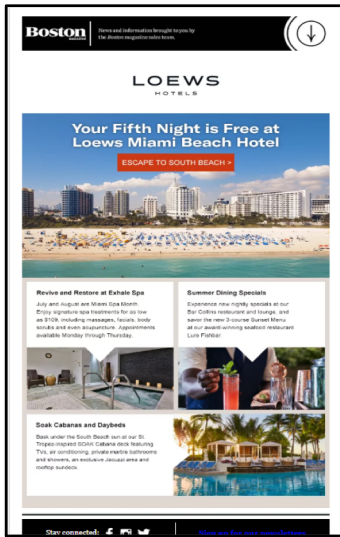


# PRESENCE

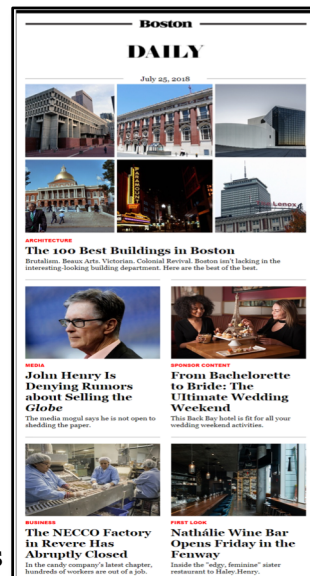
Two (2) dedication email blasts to our General Interest list  
-January and February 2019  
-\$6,000 (\$3,000 each)

One (1) sponsored e-news letter for Boston Daily  
-\$1,000

**Total investment: \$7,000**

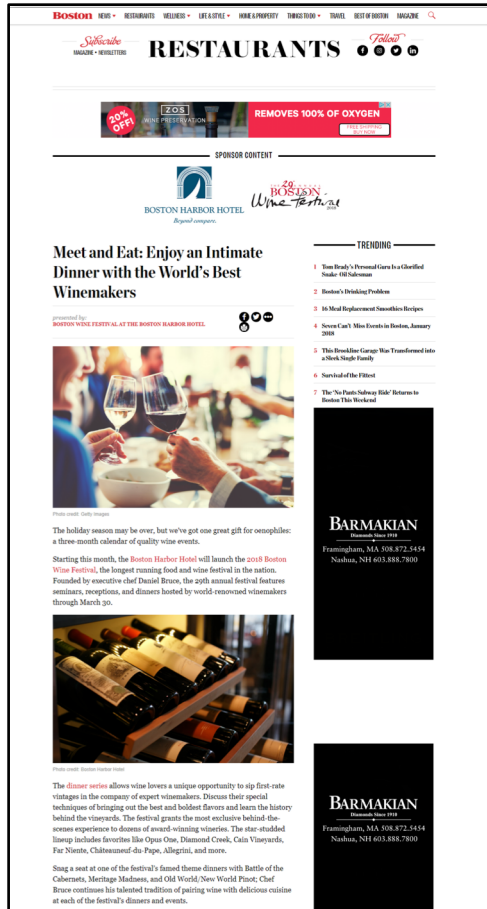


e.g. Mandarin Oriental E-Newsletter



e.g. Loews Hotels Dedicated E-Blasts

## COMPETITIVE



e.g. Boston Harbor Hotel Custom Content Article

Two (2) dedication email blasts to our General Interest list  
-January and February 2019  
-\$6,000 (\$3,000 each)

Two (2) sponsored e-news letters for Boston Daily  
-January and February 2019  
-\$2,000 (\$1,000 each)

One (1) custom content article (slide show)  
-\$4,000

**Total Investment: \$12,000**



e.g. Douglas Elliman Weekend Takeover

## DOMINANT

Two (2) dedication email blasts to our General Interest list  
 -January and February 2019  
 -\$6,000 (\$3,000 each)

Two (2) sponsored e-news letters for Boston Daily  
 -January and February 2019  
 -\$2,000 (\$1,000 each)

Two (2) custom content articles  
 -\$8,000 (\$4,000 each)  
 -January and February 2019

One (1) Weekend takeover – Saturday and Sunday  
 -January 5<sup>th</sup> & 6<sup>th</sup> 2019  
 - \$7,000

**Total Investment: \$23,000**

