

QuickTime™ and a decompressor are needed to see this picture.

MOTT Media Schedule: May & June 2009

The Massachusetts Office of Travel and Tourism will continue to support the State's tourism industry throughout the months of May and June with a heavy media presence in our primary feeder markets: Boston, Hartford, NY metro, Providence and Albany.

We will utilize a two-tiered message strategy: 1) a branding message designed to raise awareness and pique interest in planning a getaway in Massachusetts, along with 2) a value-based promotional program, the MassValuePass, designed to competitively position Massachusetts as an affordable getaway destination, feature specific offers and drive consumers to massvacation.com to download a Pass.

Our brand campaign "Colors of Massachusetts" will utilize :15 & :10-second TV spots and full-page magazine print ads in May and June publications, as well as online banners and rich media.

"Colors of Massachusetts" brand campaign media schedule for May & June.
TV: 5/4 – 6/21. Markets: Boston, NY metro, Hartford, Providence & Albany

Magazines: May & June issues

Boston Magazine
This Old House
House Beautiful
Coastal Living
Travel & Leisure

Improper Bostonian
Food & Wine
AAA Car & Travel
Outside Magazine
The New Yorker

Yankee Magazine
Cooking Light
Budget Travel
Traditional Home

Online: 5/1 – 5/24

About.com Yahoo!
Bostonherald.com
NYPost.com
Projo.com

Frommers TripAdvisor
Bostonchannel.com
NYMag.com
Courant.com

Boston.com
NYTimes.com
Masslive.com
TimesUnion.com



MassValuePass media schedule for May & June.

30-second Radio: 5/11 – 6/21. Markets: Boston, Springfield, Berkshires, Worcester, Cape Cod

Metro Traffic Radio: 5/22 – 6/21. Market: NY metro

Online: 5/1 – 6/28 (same online sites as purchased for brand campaign)

Newspaper: Sunday editions - 5/17, 5/24, 6/7, 6/14, 6/21

Boston Globe	Springfield Republican	Pittsfield Berkshire Eagle
Cape Cod Times	Hartford Courant	Quincy Patriot Ledger

Newspaper: Friday Escapes Edition – 5/15, 5/22, 6/5, 6/12, 6/19

New York Times

Newspaper: Wednesday & Thursday Editions

Metro Boston – 5/13, 5/21, 6/3

Metro New York – 5/14, 5/20, 6/3

Free Standing Insert (FSI): Drop date, Sunday, May 10

Boston Globe	Pittsfield Berkshire Eagle	Cape Cod Times
Worcester T&G	New Bedford Standard Times	Springfield Republican
Hartford Courant	New Haven Register	Portland Telegram
Concord Monitor	Manchester NH Sunday News	Newark Star Ledger
Albany Times-Union	Bergen County Record & Herald	New York Newsday
Valassis Providence	Westchester Journal News	