



More To Explore



MetroWest
Visitors Bureau

Guide to MetroWest 2018 Annual Edition

Content: At the MetroWest Visitors Bureau, our job is to research and compile all the tremendous assets of MetroWest—places to go and things to do—so that we can bring business to YOUR business. And it's all in the *Guide to MetroWest*. Our annual *Guide* will be a keepsake that readers refer to over and over for a FULL YEAR! Its colorful editorial, photographs, and listings will provide visitors and residents alike with hundreds of opportunities for shopping, dining, lodging, cultural and recreational activities, and services.

FREE tile ad on our website for 12 months: *Guide* advertisements of a half-page or larger include a free tile ad on the webpage of your choice on our site—a market value of \$1000! Tile ads measure 140 x 140 pixels. (See next page for info on tile ad rates, if you do not qualify for a free one.)

Guide advertising rates: no increase from 2017!

Ad sizes	Member price	Non-member price	Dimensions (width x height)
Full	\$2100	\$3675	10.5”w x 7.75”h
Half	\$1050	\$1665	5.1”w x 7.75”h or 10.5”w x 3.725”h
Quarter	\$575	\$1000	5.1”w x 3.725”h
Back cover	\$2800	Not available	5.75”w x 9”h (bleed)
Inside front cover	\$3675	Not available	10.5”w x 7.75”h
Inside back cover	\$2800 SOLD	Not available	10.5”w x 7.75”h
Guide sponsor	\$5000	\$8750	

(Includes a full-page ad, your company logo on the front cover, and your company name and/or logo on all Guide marketing materials)

Discounts: Save up to 10% of the total cost of your advertising by

- Reserve your space by October 30 AND pay by November 14 to receive a 5% discount.
 - Putting a link to our site (metrowestvisitors.org) on yours (for one year) to get a 5% discount.
- Reciprocal links add value for everyone!

Deadlines: Space reservation deadline is October 30; ad materials due November 17.

See next page for additional information

Guide Distribution: 40,000 copies distributed January–December 2018 at sites that include:

- 190+ sites within MetroWest, including advertisers' businesses, colleges and private elementary and secondary schools, cultural venues, 38 MetroWest hotels, sports venues, libraries and town halls, corporate employee packets
- 300 eastern Massachusetts locations that are outside of MetroWest (Boston-area hotels, Visitors Centers, and eastern Mass attractions)
- 40 AAA offices in Massachusetts/Rhode Island
- Shows and conferences, including senior expos, corporate fairs, AAA show, Boston Globe travel show, Chamber of Commerce events, and sports tournaments
- The 2018 *Guide* will be one of the tools driving people to our dynamic website, creating additional visibility for our *Guide* partners, advertisers, and sponsors. Having our logo on your site, and linking it with ours, will make this vehicle even more robust.



Contact us for a complete distribution list, and let us know if you'd like to distribute complimentary copies.

Pages from the 2017 Guide to MetroWest



Customized tile ad on metrowestvisitors.org

Tile ad rates	Member price	Non-member price
3 months, per category page	\$300	\$600
3 months, category + main page	\$375	\$750
6 months, per category page	\$500	\$1000
6 months, category + main page	\$625	\$1250
1 year, per category page	\$1000	\$2000
1 year, category + main page	\$1250	\$2250

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