



MORE MetroWest Promotional Rack Card Opportunity



MORE MetroWest Rack Cards

Building on our successful pilot, the MORE on Tap rack card, we'll be producing a series of 3-5 new rack cards called MORE MetroWest, each focused on a different area of interest. Examples of rack card "themes" include rainy day activities for kids, gardens, museums, summertime fun, history, culinary delights, great fall events, shopping, exciting downtowns, etc. It's another affordable way to put your name in front of hundreds of thousands of potential customers!

Format

4-6 businesses will be highlighted on each rack card, making this a more exclusive publication. We'll take care of design, production and distribution, and you reap the benefits of a great, low-cost marketing outlet for your business or service.

- Overall size: 4" x 9"
- Specs: Double sided, 4-color, full bleed
- Each card will have a unique header, accent color, and graphic. It will include the MetroWest Visitors Bureau and Massachusetts Office of Travel and Tourism (MOTT) logos
- Print Run: 15,000 initial run. More copies will be printed if supplies run out!

Pricing

Location/content	Member Price	Non-Member Price
Front and back: photo(s), key contact information (business name, address, phone, URL). Includes a ¼ page back ad*	Full page - \$1,250	Full page - \$1,625
Front and back: photo(s), key contact information (business name, address, phone, URL). Includes a ¼ page back ad*	Half page - \$800	Half page - \$1,040
Front and back: photo, key contact information (business name, address, phone, URL). Includes a ¼ page back ad*	Quarter - \$550	Quarter - \$715
Front only: photo, key contact information (business name, address, phone, URL)	Quarter - \$400	Quarter - \$520
* Back only: logo, contact info, 35-word description	Quarter - \$250	Quarter - \$325

Distribution: 15,000 cards distributed for at least four months and beyond. Distribution sites vary according to the content of each card. Distribution sites may include:

- The Big E in September: Over 1 million people attend this five-state fair held over a 17-day period in Springfield.
- Many sites in the MetroWest area, including advertisers' businesses, colleges and private schools, cultural venues, hotels, sports venues, and libraries.
- Showcases, including MetroFest, Senior Expos, corporate events, AAA shows, Chamber of Commerce events.

We look forward to working with you on this exciting product, designed to bring more customers to your establishment and more visitors to MetroWest! **More information:** Michele Marotta, michele@metrowestvisitors.org