



METROWEST AFTER DARK

www.metrowestvisitors.org/after-dark-advertising

Visitors and locals alike are eager to explore the world of craft beverages, evening entertainment, and nighttime activities. That's why we're creating a must-have resource highlighting the region's attractions that come alive after dark.

Don't miss this opportunity to elevate your brand, attract new customers, and be part of MetroWest's thriving nightlife!

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|---|---|
| ☐ Standard Listing | ☐ Enhanced Listing |
| ☐ Half Page Ad | ☐ Full Page Ad |
| ☐ Premium Full Page Ad
Inside Front Cover | |
| ☐ Sponsored Content
Full Page | ☐ Sponsored Content
2 Page Spread |

BUSINESS NAME

FIRST NAME

EMAIL ADDRESS

STREET ADDRESS

ADVERTISING OPTIONS

STANDARD LISTING

\$ 200

FREE FOR MEMBERS

- Contact information: company name, address, phone, and website
- 25-word business description

ENHANCED LISTING

\$ 300

- Contact information: company name, address, phone number, website, store hours
- 45-word business description
- Logo or photo inclusion to make your business stand out

DISPLAY ADS

HALF PAGE AD

8" x 5.125" (horizontal only)

\$ 500

FULL PAGE AD

8" x 10.5"

\$ 900

PREMIUM FULL PAGE AD (INSIDE FRONT COVER)

\$ 1200

SPONSORED CONTENT ARTICLE

Make an Impact with Sponsored Content! Take your brand exposure to the next level with a dedicated feature article in MetroWest After Dark: The 21+ Guide. Showcase your business' story, educate consumers, or highlight upcoming trends in the industry.

FULL PAGE - \$1200

- 3 - 5 photos
- 400 words

TWO PAGE SPREAD - \$2000

- 6-8 photos
- 800 words

Non-member rates shown. Members get discounted rates.

WEBSITE

LAST NAME

PHONE NUMBER

CITY / TOWN

STATE

HOURS

CONTACT: Alissa Weintraub (alissa@metrowestvisitors.org) | 508-434-4433 | metrowestvisitors.org



Cocktails & Cravings

Amaia Martini Bar

The ultimate place to meet, socialize, and unwind with a specialty martini or craft cocktail, savory tapas and elegant desserts. Open until 2am Thurs-Sat, with live music Thursdays.

978-567-9779

176 Main Street, Hudson
amaiamb.com

Bourbon's Kitchen & Cocktails

Their talented mixologists pour award-winning craft cocktails, served with stellar food.

508-861-7997

47 Beacon Street, Framingham
bourbonsframingham.com

Crosenest's Evergreen Room

This unique tea lounge and cocktail bar offers apothecary-inspired and botanically-infused cocktails. Open until 9pm Thurs-Sat.

978-568-0240

12 Main Street, Hudson
crosenest.com

Dulce D Leche

Dessert and wine after dinner! Scratch-made cake slices, gelato, and chocolates. Thursday night open mic with thin-crust pizza from our stone deck oven.

508-881-1853

200 Homer Avenue, Ashland
dulcedleche.com

GlenPharmer Distillery

Housed in a historic mill, this distillery's tasting room creates award-winning cocktails from their own spirits, including a stellar espresso martini using Bean, their espresso and vanilla-infused vodka. Open until 10pm Fri-Sat.

508-528-4000

860 W Central Street, Franklin
glenpharmer.com

Less Than Greater Than

A charming (and hidden!) speakeasy with handcrafted cocktails and innovative cuisine (ask for the secret door in New City Microcreamery!). Open until 1am Fri-Sat.

978-333-7144

28 Main Street, Hudson
lessthanguerthan.com

Lookout Farm Brewing & Cider Co.

Our orchard to glass hard ciders and farm brewed beers can be enjoyed year round in our Taproom as well as seasonally at our outdoor dining tables.

508-745-3697

89 Pleasant Street, Natick
lookoutfarm.com

Cold Harbor Brewing

Sip award-winning craft beers, hand-crafted cocktails, and scratch-made bites at this family-owned brewpub. With bold flavors, local ingredients, and a lively community vibe, Cold Harbor Brewing is the perfect spot to satisfy your cravings after dark.

508-329-1790

66 Otis Street, Westborough
coldharborbrewing.com



Hours subject to change. Please check websites for current time.



Advertise in our MetroWest After Dark guide

Distribution: Digital flipbooks and downloadable PDFs are available on the MetroWest Boston Visitors Bureau website, with online promotion and promotion in 60,000 printed MBVB visitors guides distributed annually.

Ad deadline: Dec. 1, 2026

Standard Listing

- Contact information: company name, address, phone, and website
- 25-word business description

Enhanced Listing

- Contact information: company name, address, phone, and website, store hours
- 45-word business description
- Logo or photo inclusion

Half-Page Ad

- Half-Page Ad: size: 8" x 5.125" (horizontal only)
- Includes **FREE enhanced listing**

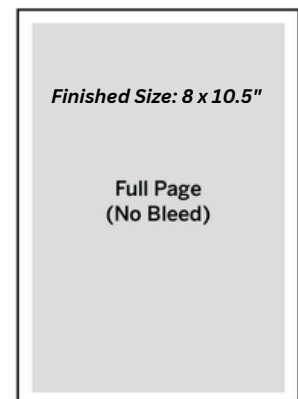
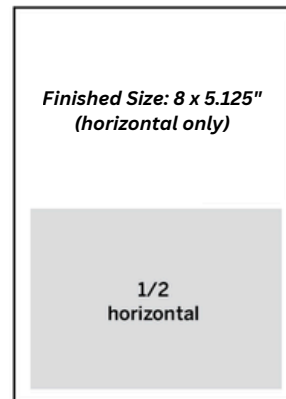
Full-Page Ad

- Full-Page Ad: size: 8" x 10.5"
- Includes **FREE enhanced listing**

Borders: We will add borders to half page and full page non-bleeds ads

File Types: PDF or JPG files

Images: 300 dpi



Ad Size	Non-member Rates	Member Rates
Standard Listing	\$200	FREE
Enhanced Listing	\$300	\$100
Half Page Ad with FREE Enhanced Listing	\$500	\$425
Full Page Ad with FREE Enhanced Listing	\$900	\$800
Full Page Ad (Inside Front Cover) with FREE Enhanced Listing	\$1200	\$1000



Sponsored Content Article

Sponsored content offers businesses a unique opportunity to showcase their brand, educate consumers, and highlight the experience behind their products.

Article Guidelines

- Articles should focus on the experience at your establishment, which can include history, production process, events, or unique offerings. (no promotion of product consumption, such as drinking games).
- We reserve the right to edit or decline articles that don't adhere to these guidelines.

Full Page Article

- 3-5 photos
- 400 words

2 Page Spread Article

- 6-8 photos
- 800 word

Possible Topics:

- Cocktail Recipes
- Production Process
- Food & Alcohol Pairings
- Sustainability Practices
- Role of Local Ingredients
- How-to's (how to play pickleball, win at trivia, throw a great dinner party, etc)
- Upcoming Trends to Watch for
- Your Company's History/Story
- "Best night out" story or itinerary

No need to layout the article.

Simply supply us with your headline, body copy in a Word or Google doc as well as you photos, and we'll take it from there!

Article Types	Nonmember Rates	Member Rates
Full Page Article with FREE Enhanced Listing	\$1200	\$1000
2 Page Spread Article with FREE Enhanced Listing	\$2000	\$1800