



Advertise in our new print Guide to MetroWest and reach visitors from New England and beyond! The Guide promotes MetroWest Boston as a great place to live, work, and play through stunning photography, exciting itineraries, and engaging editorial. Very limited advertising space brings even greater visibility to promote your organization.

Print run: 75,000 copies of our 52-page guide

Distribution: Visitor information booths and kiosks throughout MA, RI, CT, NH, VT and NY, plus bonus distribution to domestic and international tour operators, meeting and event planners, area corporations, and **online via our digital Guide.**

Ad deadlines: Contracts are due no later than **June 1, 2023**. Artwork is due no later than June 7, 2023. Ads are sold on a first-come basis. Space is not held until contracts are submitted.

To reserve your space, please contact Jim Giammarinaro at jim@metrowestvisitors.org or fill out the contract at www.metrowestvisitors.org/ads



Half Page:

Non-bleed:

Finished size: 8 x 5.125" (horizontal only)

Pricing:

Half page: \$2,400 member, \$3,200 non-member

Rates are based on camera-ready artwork. Ad design: \$500 (includes one round of changes)

* Please note: non-member rates include a complimentary Gold membership in the MetroWest Boston Visitors Bureau for one year.

Additional requirements:

File types: PDF or JPEG files only with CMYK color. Please embed fonts. No transparency (flatten before submitting).

Images: 300 dpi

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

Safe area: 8 x 10.5"



Full Page:

Full bleed:

Bleed: 8.625 x 11.125"

Trim area: 8.375 x 10.875"

Safe area: 8 x 10.5"

Non-bleed:

Finished size: 8 x 10.5"

Pricing:

Full page Back Cover: \$5,700 member, \$6,500 non-member

Full page Inside Front or Inside Back Cover: \$5,200 member, \$6,000 non-member

Full page: \$4,600 member, \$5,400 non-member

No additional charge for full-bleed ads. Rates are based on camera-ready artwork. Ad design: \$500 (includes one round of changes)

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Additional requirements:

File types: PDF or JPEG files only with CMYK color. Please embed fonts. No transparency (flatten before submitting).

Images: 300 dpi

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

For production questions, please contact

Stacey David

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