

2024 Digital Advertising Rates



Advertise on the MetroWest Boston Visitors Bureau site, and expand your reach!

With 24,000 active users on our website, and over 10% growth every month for the last year, our audience base is increasing by leaps and bounds! 2024 marketing efforts are focused on driving even more traffic to our website...which means more visitors to yours! Choose from home page square or banner ads, and banners on all of our drill down pages—including our coveted itineraries! All ads include a live link to your website and are booked by the month. Itinerary banners also include your location as one of the stops on the itinerary.

Ad size/banner location	Member Rates	Non-Member Rates
Banner/mid-page on home page	\$750	\$850
Square/home page	\$500	\$600
Banner/footer on home page	\$500	\$600
Banner/itinerary page (includes itinerary stop)	\$350	\$500
Banner/footer on all other drill down pages	\$300	\$400

Banner Mid-Page or Footer Ad 1920 x 250 px

Home Page Square Ad 1067 x 813 px

Advertise in the MetroWest Boston Visitors Bureau monthly newsletter for even more exposure!

With a subscriber base of over 8,000, a newsletter banner ad with live link gets you front and center for our audiences. And with an average open rate of 38%, which is well above industry-standard, your ad is sure to get noticed. Newsletters go out the first week of the month.

Newsletter Banner Pricing:

Member rate: \$150 Non-member rate: \$250

Newsletter Banner 1920 x 300 px