



Advertise in our 2024-25 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. Limited advertising space brings even greater visibility to promote your organization.

Print run: 75,000 copies of our 64-page guide

Distribution: Visitor information booths and kiosks throughout MA, RI, CT, and NH, 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 **April 1, 2024.**

Artwork is due no later than April 15, 2024. Ads are sold on a first-come basis. Space is not held until contracts are submitted.

To reserve your space, please contact Robyn Kenney at robyn@metrowestvisitors.org or fill out the contract at www.metrowestvisitors.org/ads

2024 Guide Pricing

Ad size	Member Rates	Non-Member Rates
Full page, Back Cover	\$5,800 SOLD	\$6,600 SOLD
Full page, Premium (inside front or back cover)	\$5,300 SOLD	\$6,100 SOLD
Full page, Standard	\$4,700	\$5,500
Half page	\$2,500	\$3,000
Quarter page	\$1,500	\$2,000
Itinerary sponsorship	\$1,000	\$1,500

Rates are based on camera-ready artwork. Ad design is available for \$500 per ad.

Half Page:

Non-bleed:

Finished size: 8 x 5.125" (horizontal only)

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.

Quarter Page:

Non-bleed:

Finished size: 3.875"w x 5.125"h (vertical only)

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 non-bleed ads.

New for 2024!

Itinerary/ Article Sponsorship

Sponsor one of our Guide's itineraries or content articles, and have your company's logo and URL listed on the itinerary/article of your choice! Pick content that's meaningful to you and your organization. Only one sponsor will be allowed per spread, so act now!

DAY 1

- Earth & Aerial Yoga**
Join the aerial yoga class at the...
1100-1110-1111 • 1110 Worcester St, Mattuck
earthandair.com
- Thrasher's Farm**
Visit the farm and enjoy the view...
1110-1111-1111 • 1111 Farm St, Marlborough
thrashersfarm.com
- Duck Soup**
Join the duck soup class at Duck...
1111-1111-1111 • 1111 Duck St, Boston
ducksoup.com

DAY 2

- Jazz Time at Music Hall**
Join the jazz band at Music Hall...
1111-1111-1111 • 1111 Music Hall St, Mattuck
music.com
- Lawn Party**
Join the lawn party at the...
1111-1111-1111 • 1111 Lawn St, Mattuck
lawn.com
- Pop-Up Market**
Join the pop-up market at...
1111-1111-1111 • 1111 Market St, Mattuck
pop-up.com

DAY 3

- Pop-Up Market**
Join the pop-up market at...
1111-1111-1111 • 1111 Market St, Mattuck
pop-up.com
- Pop-Up Market**
Join the pop-up market at...
1111-1111-1111 • 1111 Market St, Mattuck
pop-up.com
- Pop-Up Market**
Join the pop-up market at...
1111-1111-1111 • 1111 Market St, Mattuck
pop-up.com

nearby

- THE BEACH HOUSE
- DISCOVER MUSEUM
- DAVE & BUSTER'S
- FRANK CAFE
- PLUM THUMB PIZZERIA
- EAT

SEE MORE AT METROWESTVISITORS.ORG 33

Trim area: 8.375 x 10.875"

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"

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

sdavid@metrowestvisitors.org