



Conhecida por nossa inovação, esta região com visão de futuro se concentra nisso enquanto valoriza o que há de melhor no passado da nossa Nova Inglaterra. Como uma interseção do antigo e do novo, o MetroWest Boston oferece o melhor dos dois mundos, apenas a 20-45 minutos de viagem de Boston. Com as principais autoestradas cruzando a nossa região, nunca se está longe das atrações da área: recreação em todas as épocas, conveniências e serviços sofisticados, compras e refeições de alto padrão, uma série de atrações artísticas e culturais e as tradicionais cidades da Nova Inglaterra. MetroWest é um ótimo destino para a sua viagem aos EUA,

Advertise in our 2024-25 International Visitors Guides and reach the millions of overseas visitors planning trips to MA each year! The Guide promotes MetroWest Boston as a great place to visit through stunning photography, exciting itineraries, and engaging editorial. Limited advertising space brings even greater visibility to promote your organization.

Distribution: Online via our translated international microsites, to international tour operators and travel agencies we meet with at the Discover New England (DNE) Summit and elsewhere, to DNE's

contacts through our partner program membership, via the Mass Office of Travel & Tourism, via social media promotion to certain non-English speaking markets in New England, in response to international inquiries, and more.

Languages: German, French, Italian, Dutch, Spanish, Brazilian Portuguese

Ad deadlines: Contracts are due no later than **April 1, 2024**. Artwork is due no later than April 5, 2024 to be included in the guides being presented at DNE Summit this year. 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

2024 International Guide Pricing

Ad size	Member Rates	Non-Member Rates
Full page, Back Cover	\$500 per language \$2,800 for all 6 languages	\$600 per language \$3,500 for all 6 languages
Full page, Inside Front or Inside Back Cover	\$400 per language \$2,200 for all 6 languages	\$500 per language \$2,900 for all 6 languages
Full page, Standard	\$300 per language \$1,600 for all 6 languages	\$400 per language \$2,300 for all 6 languages
Half page	\$200 per language \$1,200 for all 6 languages	\$300 per language \$1,800 for all 6 languages

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

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

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.