



**Advertise in our 2025 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, 2025**. Artwork is due no later than April 15, 2025. Ads are sold on a first-come basis. Space is not held until contracts are submitted.

**To reserve your space, please contact Stacey David at [sdavid@metrowestvisitors.org](mailto:sdavid@metrowestvisitors.org) or fill out the contract at [www.metrowestvisitors.org/ads](http://www.metrowestvisitors.org/ads)**

## 2025 Guide Pricing

Ad size	Member Rates	Non-Member Rates
Full page, Back Cover	\$5,800 <b>SOLD</b>	\$6,600 <b>SOLD</b>
Full page, Premium (inside front or back cover)	\$5,300	\$6,100
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!



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](mailto:sdavid@metrowestvisitors.org)