



# METROWEST AFTER DARK: THE 21+ GUIDE

[metrowestvisitors.org/after-dark-brewery](http://metrowestvisitors.org/after-dark-brewery)

Visitors and locals alike are eager to explore the world of craft beverages, from tasting locally-brewed beers to learning about the art of distillation and mixology. That's why we're creating a must-have resource highlighting the region's top breweries, wineries, distilleries, immersive liquor stores, and craft cocktail bars.

Don't miss this opportunity to elevate your brand, attract new customers, and be part of MetroWest's thriving craft beverage scene!

- |   |  |
|---|--|
| <input type="checkbox"/> Standard Listing                           | <input type="checkbox"/> Enhanced Listing  |
| <input type="checkbox"/> Half Page Ad                               | <input type="checkbox"/> Full Page Ad  |
| <input type="checkbox"/> Premium Full Page Ad<br>Inside Front Cover | <input type="checkbox"/> Premium Full Page Ad<br>Inside Back Cover /<br>Back Cover |
| <input type="checkbox"/> Sponsored Content<br>Full Page             | <input type="checkbox"/> Sponsored Content<br>2 Page Spread                        |

BUSINESS NAME

FIRST NAME

EMAIL ADDRESS

STREET ADDRESS

## ADVERTISING OPTIONS

### STANDARD LISTING

**\$ 200**

- Contact information: company name, address, phone, and website
- 25-word business description

### ENHANCED LISTING

**\$ 300**

- Contact information: company name, address, phone number, website, store hours
- 45-word business description
- Logo or photo inclusion to make your business stand out

## DISPLAY ADS

### HALF PAGE AD

8" x 5.125" (horizontal only)

**\$ 500**

### FULL PAGE AD

8" x 10.5"

**\$ 900**

### PREMIUM FULL PAGE AD (INSIDE BACK OR BACK COVER)

**\$ 1500**

### PREMIUM FULL PAGE AD (INSIDE FRONT COVER)

**\$ 1800**

## SPONSORED CONTENT ARTICLE

Make an Impact with Sponsored Content! Take your brand exposure to the next level with a dedicated feature article in MetroWest After Dark: The 21+ Guide. Showcase your business' story, educate consumers, or highlight upcoming trends in the industry.

### FULL PAGE - \$1500

- 3 - 5 photos
- 400 words

### TWO PAGE SPREAD - \$2500

- 6-8 photos
- 800 words

**SPECIAL  
INTRODUCTORY  
PRICES**

WEBSITE

LAST NAME

PHONE NUMBER

CITY / TOWN

STATE

HOURS

CONTACT: Alissa Weintraub | [alissa@metrowestvisitors.org](mailto:alissa@metrowestvisitors.org) | 508-434-4433 Ext. 2 | [metrowestvisitors.org](http://metrowestvisitors.org)

### Drink Dion's

4 South Avenue, Natick, MA  
drinkdions.com  
508-647-0097  
joedion@drinkdions.com

Drink Dion's in Natick, MA, offers an exceptional selection of premium wines, craft beers, and top-quality spirits. With personalized recommendations and a passion for great taste, we're your go-to destination for all occasions. Explore our collection online at [drinkdions.com](http://drinkdions.com) or in-store today!



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### Jack's Abby Craft Lagers

100 Clinton St, Framingham, MA  
jacksabby.com  
508-872-0900  
davisn@jacksabby.com

A traditional German-style craft brewery offering authentic lagers and a diverse menu that includes delicious German fare and wood-fired pizzas, creating a unique dining experience that combines rich flavors with exceptional craft brewing.



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### La Cantina Winery

230 Cottage St, Franklin MA  
lacantinawinery.com  
978-450-1111  
bob@lacantinawinery.com

At La Cantina Winery, we craft small-batch wines from the finest grapes worldwide, bringing traditional Italian winemaking to life. Enjoy a relaxed tasting experience, explore our curated menu, and join us for exciting events—no reservations needed, first come first serve.



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### The Shed

342 East Central St  
Franklin, MA  
theshedfranklin.com  
508-321-5427

A welcoming spot to gather with family and friends, offering fresh, locally sourced meals, craft beer, creative cocktails, and a warm, inviting atmosphere.

### GlenPharmer Distillery

860 West Central Street  
Franklin, MA  
glenpharmer.com  
508-528-4000

GlenPharmer is a grain-to-glass distillery offering handcrafted spirits, artisan cocktails, and chef-inspired cuisine in a relaxed, polished atmosphere within a historic mill setting.

### Lookout Farm Brewing & Cider Co.

89 Pleasant Street  
South Natick, MA  
lookoutfarm.com  
508-745-3697

A historic farm offering fresh-grown produce, craft cider, and family-friendly experiences, blending tradition with innovation in a scenic setting for all to enjoy.

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### Lost Shoe Brewing and Roasting Company

19 Weed St  
Marlborough, MA  
lostshoebrews.com

Lost Shoe Brewing and Roasting Company blends craft beer and fresh-roasted coffee in a welcoming taproom, creating a community gathering space inspired by Marlborough's rich shoe manufacturing history.

### Bourbon's Kitchen & Cocktails

47 Beacon St  
Framingham, MA  
bourbonsframingham.com  
508-861-7997

Bourbon's Kitchen & Cocktails brings a city vibe to the suburbs, offering quality food, expertly crafted cocktails, and a warm, lively atmosphere for an exceptional dining experience.

### Tackle Box Brewing Company

416 Boston Post Rd E  
Marlborough, MA  
tackleboxbrewing.com  
508-321-3292

Tackle Box Brewing Company crafts exceptional beers and ciders with passion and precision, offering a diverse selection to enjoy in the taproom or take home.



## Advertise in our MetroWest After Dark: The 21+ Guide

**Distribution:** Digital flipbooks and downloadable PDFs will be available on the MetroWest Boston Visitors Bureau website, with online promotion and included in 75,000 printed MBVB visitors guides distributed annually.

**Ad deadline:** July 1, 2025

### Standard Listing

- Contact information: company name, address, phone, and website
- 25-word business description

### Enhanced Listing

- Contact information: company name, address, phone, and website, store hours
- 45-word business description
- Logo or photo inclusion

### Half-Page Ad

- Half-Page Ad: size: 8" x 5.125" (horizontal only)

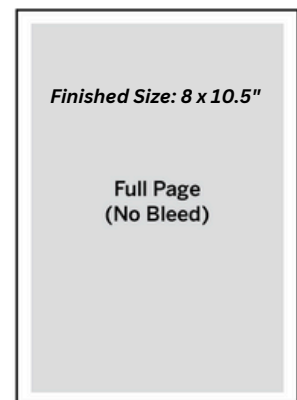
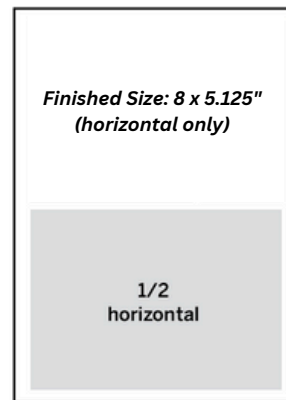
### Full-Page Ad

- Full-Page Ad: size: 8" x 10.5"

**Borders:** We will add borders to half page and full page non-bleeds ads

**File Types:** PDF or JPG files

**Images:** 300 dpi



SPECIAL INTRODUCTORY PRICES	Ad Size	Nonmember Rates	Member Rates
	Standard Listing	\$200	\$150
	Enhanced Listing	\$300	\$250
	Half Page Ad	\$500	\$425
	Full Page Ad	\$900	\$800
	Premium Full Page Ad (Inside Back or back cover)	\$1500	\$1300
	Premium Full Page Ad (Inside Front Cover)	\$1800	\$1600



## Sponsored Content Article

Sponsored content offers businesses a unique opportunity to showcase their brand, educate consumers, and highlight the experience behind their products.

### Article Guidelines

- Articles should focus on the experience at your establishment, which can include history, production process, events, or unique offerings. (no promotion of product consumption, such as drinking games).
- We reserve the right to edit or decline articles that don't adhere to these guidelines.

### Full Page Article

- 3-5 photos
- 400 words

### 2 Page Spread Article

- 6-8 photos
- 800 word

### Possible Topics:

- Cocktail Recipes
- Production Process
- Food Pairings
- Sustainability Practices
- Role of Local Ingredients
- Unique Flavor Creations
- Upcoming Trends to Watch for

### No need to layout the article.

Simply supply us with your headline, body copy in a Word or Google doc as well as you photos, and we'll take it from there!

SPECIAL INTRODUCTORY PRICES	Article Types	Nonmember Rates	Member Rates
	Full Page Article	\$1500	\$1300
	2 Page Spread Article	\$2500	\$2200