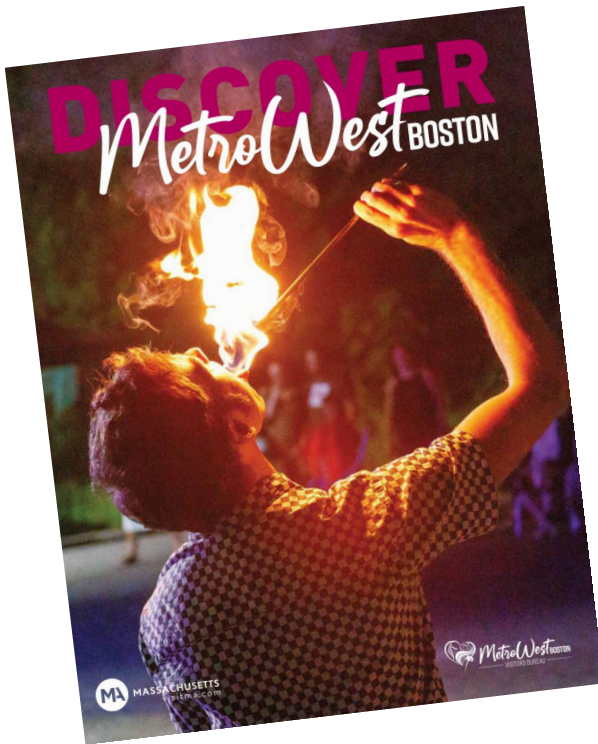




**Advertise in our 2026 print Guide to MetroWest and reach visitors from New England and beyond! The Guide promotes MetroWest Boston as a great place to live, work, and play through stunning photography, exciting itineraries, and engaging editorial. Limited advertising space brings even greater visibility to promote your organization.**

Print run: 60,000 copies

Distribution: Visitor information booths and kiosks throughout MA, RI, CT, VT, NY, NJ & PA, 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 **March 1, 2026**. Artwork is due no later than March 15, 2026. Ads are sold on a first-come basis. Space is not held until contracts are submitted. **Sign up before Dec. 31 and get 2025 rates!**

**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)**

## 2026 Guide Pricing

| Ad size                                         | Member Rates           | Non-Member Rates       |
|-------------------------------------------------|------------------------|------------------------|
| Full page, Back Cover                           | \$5,800<br><b>SOLD</b> | \$6,600<br><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.

## 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)