



METROWEST AFTER DARK: THE 21+ GUIDE

www.metrowestvisitors.org/after-dark-advertising

Visitors and locals alike are eager to explore the world of craft beverages, evening entertainment, and nighttime activities. That's why we're creating a must-have resource highlighting the region's attractions that come alive after dark.

Don't miss this opportunity to elevate your brand, attract new customers, and be part of MetroWest's thriving 21+ 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
Inside Front Cover | |
| <input type="checkbox"/> Sponsored Content
Full Page | <input type="checkbox"/> Sponsored Content
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 FRONT COVER)

\$ 1200

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 - \$1200

- 3 - 5 photos
- 400 words

TWO PAGE SPREAD - \$2000

- 6-8 photos
- 800 words

**SPECIAL
INTRODUCTORY
PRICES**

Non-member rates shown. Members get discounted rates.

WEBSITE

LAST NAME

PHONE NUMBER

CITY / TOWN

STATE

HOURS

CONTACT: Julie Shaw (julie@metrowestvisitors.org) or Alissa Weintraub (alissa@metrowestvisitors.org)
508-434-4433 | 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 or in-store today!



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.



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.



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.

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 60,000 printed MBVB visitors guides distributed annually.

Ad deadline: Jan. 1, 2026

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)
- Includes **FREE enhanced listing**

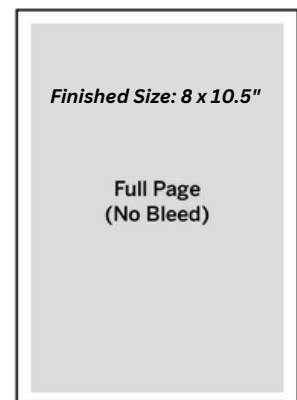
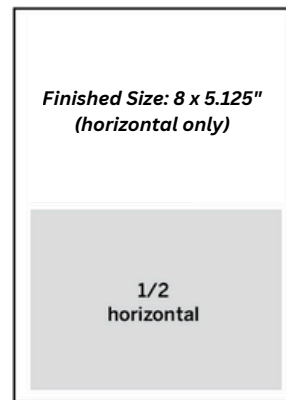
Full-Page Ad

- Full-Page Ad: size: 8" x 10.5"
- Includes **FREE enhanced listing**

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	Non-member Rates	Member Rates
	Standard Listing	\$200	FREE
	Enhanced Listing	\$300	\$100
	Half Page Ad with FREE Enhanced Listing	\$500	\$425
	Full Page Ad with FREE Enhanced Listing	\$900	\$800
	Full Page Ad (Inside Front Cover) with FREE Enhanced Listing	\$1200	\$1000



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
- Your company's history
- "Best night out" story or itinerary

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 with FREE Enhanced Listing	\$1200	\$1000
	2 Page Spread Article with FREE Enhanced Listing	\$2000	\$1800