

## Advertise in our 2026 MetroWest Regional Fan Zone Guide



FIFA World Cup is coming to the U.S. June 11-July 19! Now you can reach thousands of visitors from the region and around the world in the 2026 MetroWest Fan Zone Guide. This beautifully designed print and digital publication will include schedules and information on the Marlborough and Franklin Fan Zones as well as World Cup Watch Parties around the region. It will also showcase the best of MetroWest Boston, featuring listings of attractions, restaurants, retailers and more to encourage visitors to explore while in town. With limited ad space, your organization will stand out!

**Publication date:** May 15, 2026 digital, June 1, 2026 print

**Print run:** 6,500 English copies, 3,000 Portuguese copies, 3,000 Spanish copies

**Distribution:** Regional hotels, community locations and at each Fan Zone in Marlborough and Franklin for print plus digital copies on the MBVB and Boston World Cup websites

**Ad deadlines:** Contracts are due no later than April 1, 2026. Artwork is due no later than April 15. Ads are sold on a first-come basis and are limited. Space is not held until contracts are submitted.

## Itinerary Stops

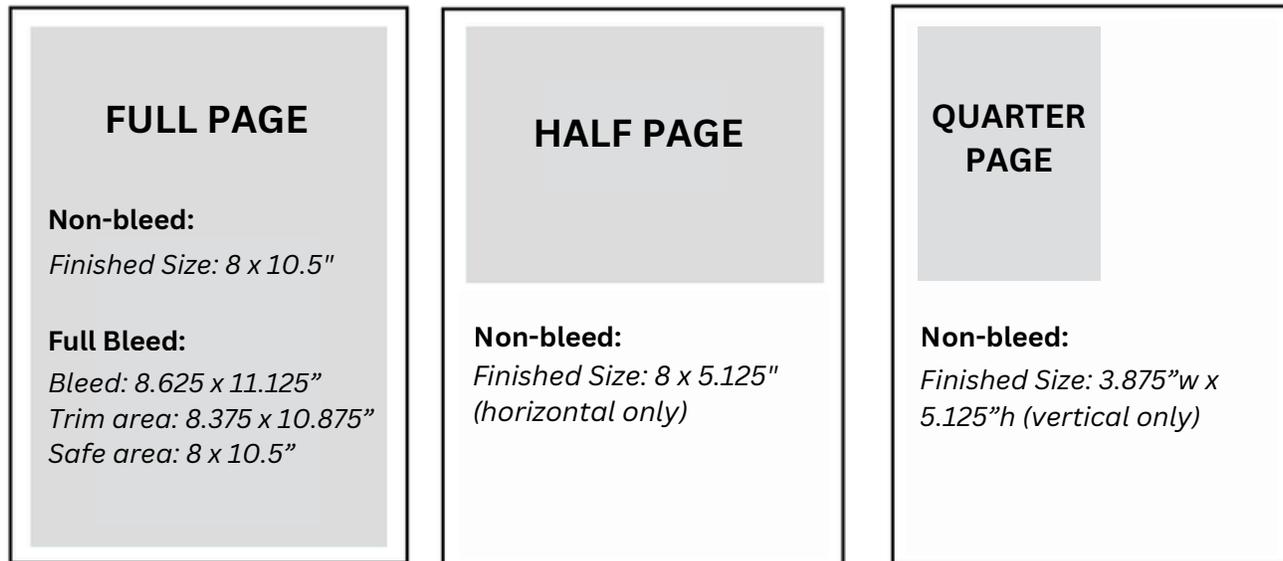
**Explore MetroWest Boston...**

<p><b>01</b> <b>Level99</b> A sprawling playground with 50+ life-sized mini-games and challenges, plus scratch cocktails and crave worthy eats. <b>617-865-8599</b> 1245 Worcester Street, Natick level99.com</p>	<p><b>02</b> <b>The Center for Arts in Natick</b> Enjoy top-tier concerts, movies and community theater, plus family programs, gallery exhibits and arts education workshops. <b>508-647-0097</b> 14 Summer Street, Natick tcan.org</p>
<p><b>03</b> <b>Bosse Pickledom</b> MetroWest's destination for pickleball, dining, and more! With 21 pickleball courts, a fitness center, sports theater, Italian restaurant, café, and more. <b>617-609-1800</b> 310 Speen Street, Natick bosse.net</p>	<p><b>04</b> <b>CraftRoots Brewing Company</b> Whether you're grabbing a pint solo, hanging with friends, or enjoying live music, this cozy brew house is the perfect spot to unwind, celebrate, and savor craft beer. <b>508-381-1920</b> 4 Industrial Road, Unit 8, Milford craftrootsbrewery.com</p>

Want to promote your attraction, store, or restaurant to MetroWest visitors? Consider purchasing an itinerary spot in our editorial section. We have just 20 spots available designed to encourage visitors to explore the region after visiting the Fan Zone, so secure your spot now! At only \$250/spot, that's a bargain for the thousands of residents and visitors who will learn about your business!

**Don't miss this exclusive opportunity to put your business in front of thousands of engaged visitors and locals!**

## Display Ad Sizes



**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 quarter page, half page and full page non-bleed ads.

To reserve your space, please contact **Alissa Weintraub** at [alissa@metrowestvisitors.org](mailto:alissa@metrowestvisitors.org), **Julie Shaw** at [julie@metrowestvisitors.org](mailto:julie@metrowestvisitors.org) or fill out the contract at [www.metrowestvisitors.org/fan-guide](http://www.metrowestvisitors.org/fan-guide)

Ad Size	Member Rates	Non-Member Rates
Full page, Back Cover	\$1,200	\$1,500
Full page, Premium (inside back cover)	\$1,000	\$1,200
Full page, Standard	\$900	\$1,100
Half page	\$600	\$750
Quarter page	\$400	\$550
Itinerary spot	\$250	\$300

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

You may provide 1 ad for all 3 versions, or separate English, Portuguese and Spanish ads at no additional cost.