



Advertise in our 2026 MetroWest Regional Fan Zone Guide



Now's your chance to reach thousands of visitors from across the region and around the world in the 2026 MetroWest Fan Zone Guide. This beautifully designed print and digital publication will highlight the excitement of the 2026 FIFA World Cup™ being celebrated in the MetroWest Regional Fan Zones—featuring giant jumbotron watch parties, food trucks, beer gardens, arts & crafts, and family-friendly activities, making these events a major draw for locals and visitors alike. The guide will include full schedules and event details, along with expanded listings of World Cup watch parties and soccer-themed activities happening throughout the region. It will also showcase the best of MetroWest Boston—featuring attractions, restaurants, retailers, and more—to encourage visitors to explore, dine, and shop while they're in town. With limited ad space available, your organization will stand out during one of the biggest global events of the year.

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

Print distribution: **6,500 English copies, 3,000 Portuguese copies, 3,000 Spanish copies** available at regional hotels, community locations, and on-site at the Fan Zones in Marlborough and Franklin.

Digital distribution: **Over 8.8 million impressions** expected of the campaign driving visitors to view the guide. Digitally shared on the websites of the MetroWest Boston Visitors Bureau, Meet Boston, FIFA World Cup™ Boston 26, VisitMA.com, Discover New England, MetroWest municipalities and chambers of commerce, advertisers, regional hotels, and additional partners, as well as through a print, digital, social, and billboard advertising campaign.

Ad deadlines: Contracts and artwork are due no later than May 8. Ads are sold on a first-come basis and are limited. Space is not held until contracts are submitted. Payment must be received by May 1.

Itinerary Stops

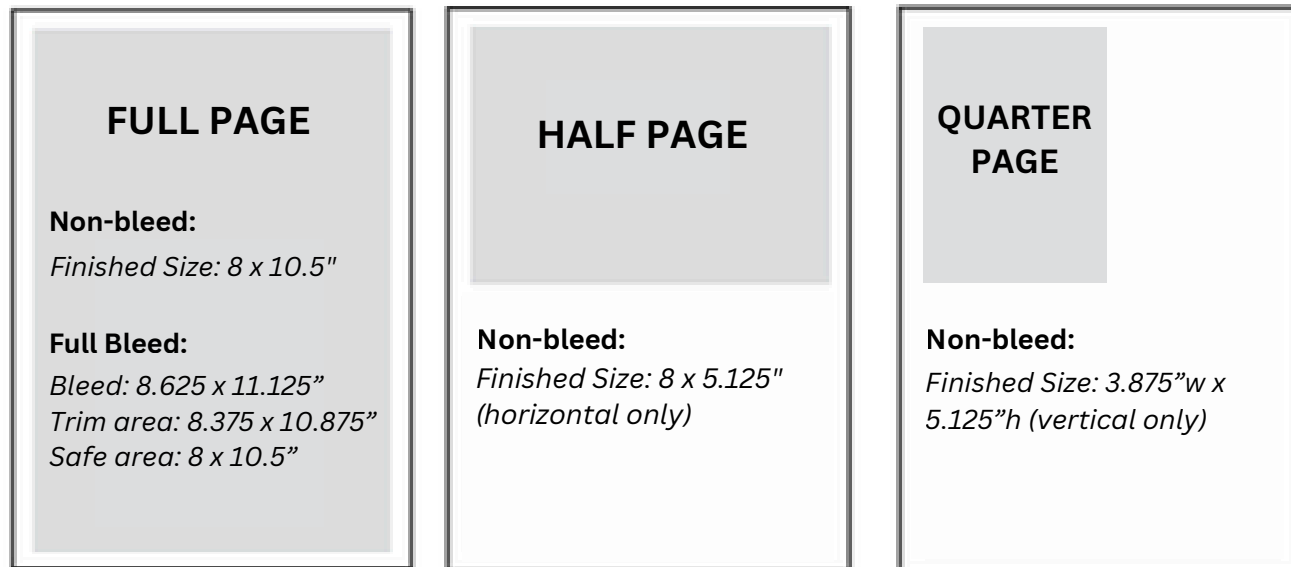
Explore MetroWest Boston...

<p>01</p> <p>Level99 A sprawling playground with 50+ life-sized mini-games and challenges, plus scratch cocktails and crave worthy eats. 617-865-8599 1245 Worcester Street, Natick level99.com</p>	<p>02</p> <p>The Center for Arts in Natick Enjoy top-tier concerts, movies and community theater, plus family programs, gallery exhibits and arts education workshops. 508-647-0097 14 Summer Street, Natick tcan.org</p>
<p>03</p> <p>Bosse Pickledom MetroWest's destination for pickleball, dining, and more! With 21 pickleball courts, a fitness center, sports theater, Italian restaurant, café, and more. 617-609-1800 310 Speen Street, Natick bosse.net</p>	<p>04</p> <p>CraftRoots Brewing Company 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. 508-381-1920 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 or fill out the contract at www.metrowestvisitors.org/fan-guide

Ad Size	Digital Only	Print & Digital, Member	Print & Digital, Non-Member
Full page, Back Cover (SOLD)	\$1,200	\$1,500	\$1,700
Full page, Premium (inside back cover)	-	\$1,200	\$1,400
Full page, Standard	\$900	\$1,100	\$1,300
Half page	\$600	\$750	\$950
Quarter page	\$400	\$550	\$750
Itinerary spot	-	\$300	\$500

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.