

2027 Visitor Guide Insertion Order

Printed guides distributed throughout New England, Mid-Atlantic and Canada, at trade shows, travel, and wedding events and mailed to subscribers in every state as well as internationally. Digital version available on northofboston.org. Guide dimensions: 5.375" w x 9" h

NORTH of BOSTON
Convention & Visitors Bureau
northofboston.org

Company Name _____ Contact _____
Email _____ Phone _____

To purchase an ad, contact:

REBECCA SHACKFORD
rebecca@northofboston.org • 603-305-0615

HOLLY PERRY
holly@northofboston.org • 781-696-7292

STEP 1 – Choose Ad Size Check or click on ad choice

Display Ads – include ONE FREE enhanced listing	Early Bird Rates through 9/30/2026 ONLY	2027 Rates Effective 10/1/2026
Centerfold (10.75" w x 9" h)	\$5,225	\$5,425
Back Cover Page (5.375" w x 9" h)	\$4,725	\$4,925
Inside Front & Back Cover (5.375" w x 9" h)	\$4,725	\$4,925
Two-Page Spread (9.875" w x 8.2" h)	\$5,025	\$5,225
Full Page (4.625" w x 8.2" h)	\$2,800	\$3,025
Half Page (4.625" w x 4" h)	\$1,495	\$1,590
Quarter Page Horizontal (4.625" w x 1.9" h)	\$795	\$840
Quarter Page Vertical (2.215" w x 4" h)	\$795	\$840
Enhanced Listing Only <i>Business name, address, phone, website, & 30-40 words</i>	\$435	\$470
2 or More Enhanced Listings	\$335 each x ____ listings	\$370 each x ____ listings

STEP 2 Choose the Category(s) for Your Enhanced Listing

- One complimentary enhanced listing with every display ad.
- Looking to be in more than one category? No problem! Choose as many categories as you would like for an additional fee. See rates above.

Leisure Travel Section

Accommodations
Restaurants, Breweries, & Wineries
Museums & Heritage
Music, Theatre, & Arts
Whale Watches & Harbor Cruises
Fun & Games
Farms, Trails & Nature
Tours & Transportation
Shopping
Educational Institutions
Travel Resources
Business Resources

Group Tours Section

Group Accommodations
Group Attractions, Tours, & Sightseeing
Group Dining
Receptive Operators
Group Travel Resources
Group Transportation

Weddings, Events, Special Occasions, & Meetings

Venues
Photography
Officiants
Transportation
Catering
Accommodations

STEP 3 Payment Options

By signing this Agreement, I agree and understand:

- A non-refundable deposit of 50% must accompany this signed Agreement to reserve your space in the 2027 Visitor Guide.
- Special Offer: Pay your display ad in full when submitting this agreement and receive a second Enhanced Listing FREE — a \$470 value!

Check: Mail to North of Boston CVB, PO Box 5193, Salisbury, MA 01952 (or we can pick it up!)

Credit Card: Please complete this form

Purchase Online: northofboston.org/members-area/purchase-guide-ad/

STEP 4 – Submit Your Ad

Your hi-res ad and/or enhanced listing(s) must be received by **November 13, 2026**. If you need help designing your ad, let us know; we're here to help!

Bundle Your Visitor Guide with Digital Advertising to Unlock Exclusive Savings! See page 2 for details.

Credit Card Number _____

Exp. Date _____ Security Code _____ Billing Zip Code _____

Name as it appears on card _____

I authorize a one-time payment of the total listed on this contract

I authorize a 50% first payment of the total followed by a reoccurring payment plan of equal payments for 3 months to be paid on the 15th or 30th of each month

Authorized Signature _____

Print Name _____ Date _____

All Advertising Materials Due: November 13, 2026!

Bundle and Save!

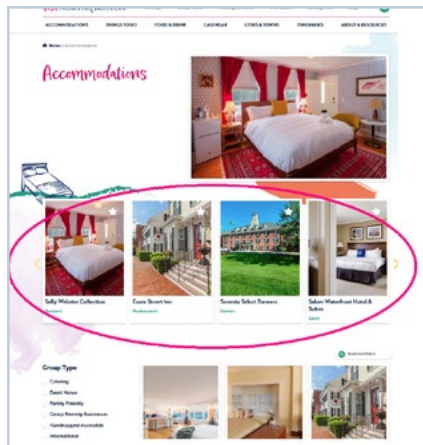
Package your Visitor Guide ad with a northofboston.org website ad to unlock exclusive discounts on your digital marketing.

Bundled Website Ad Opportunities

Website Ads	Bundle Rates	Standard Rates
Featured Category Listing (280 x 336 px)	\$1,050	\$1,200
Display Ads (392 x 545 px)	\$850	\$1,000
Anchor Ads (494 x 258 px)	\$750	\$900
Homepage Banner Ad (970 x 250 px)	\$1,500	\$2,200

Featured Category Listing

This will place your business listing at the top of the category page, identified as a Featured Listing and will always show first to visitors on the page.

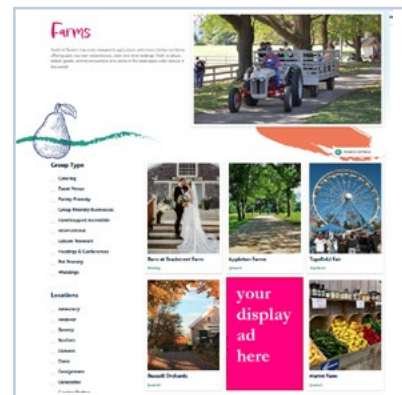


280 px
336 px
Final Size:
280 pixel w
x
336 pixel h

Display Ads

Advertisement within category pages. Have your advertisement inside one of our highly trafficked pages.

For Example: place your restaurant ad in our accommodations section.



392 px
545 px
Final Size:
392 pixel w
x
545 pixel h

Anchor Ads

Run of site! This ad shows midway down the home page and will follow a visitor to every page with a direct link back to your website.

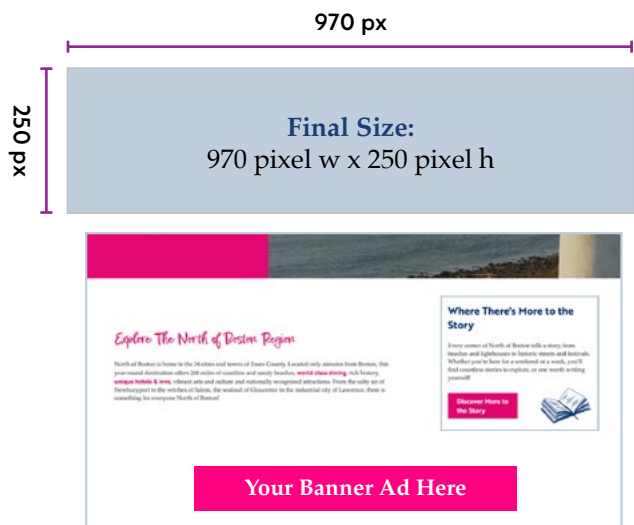


494 px
258 px
Final Size:
494 pixel w
x
258 pixel h

Homepage Banner Ads

Display your ad on our home page! Ad rotates every 5 seconds and randomizes on page load.

Maximum of 5 participants, so act fast!



970 px
250 px
Final Size:
970 pixel w x 250 pixel h

2027 Visitor Guide Ad Specifications

File Format: PDF (hi-resolution JPG or TIF files also accepted)

NOT ACCEPTED: Word, Publisher

Color Mode: CMYK • **Resolution:** 300 dpi

Email Production Ready PDF to holly@northofboston.org & rebecca@northofboston.org

NORTH of BOSTON
Convention & Visitors Bureau
northofboston.org

Enhanced Listing

(Region Marker)



Business Name

123 Address Road, Town, MA 00000,
555-867-5309, businesswebsite.com

Short 30-40 word description. Lorem ipsum
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Quarter Pages

Horizontal

Final Size:

4.625"w x 1.9"h

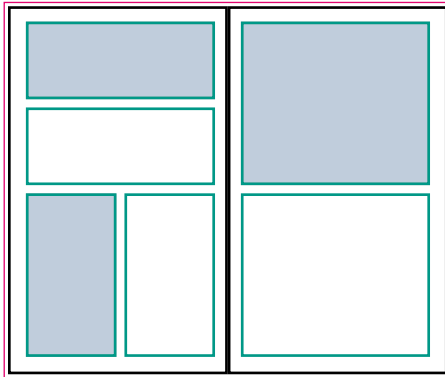
No Bleed

Vertical

Final Size:

2.215"w x 4"h

No Bleed



Half Page

Final Size:

4.625"w x 4"h

No Bleed

Back Cover

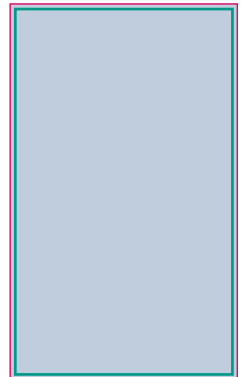
Final Trim Size:

5.375"w x 9"h

Bleed Size:

5.625"w x 9.25"h

(0.125" bleed)

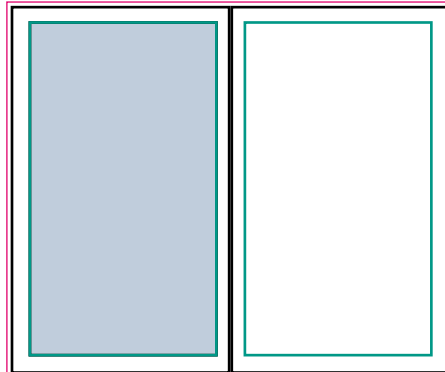


Full Page

Final Size:

4.625"w x 8.2"h

No Bleed



Inside Covers (Front & Back)

Final Trim Size:

5.375"w x 9"h

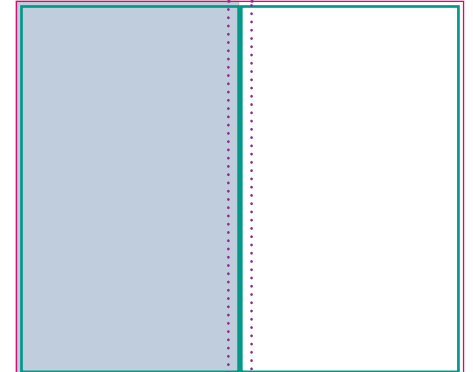
Bleed Size:

5.625"w x 9.25"h

(0.125" bleed)

Gutter:

0.625" center gutter



2-Page Spread

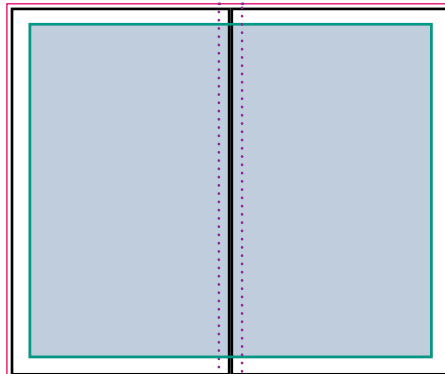
Final Size:

9.875"w x 8.2"h

No Bleed

Gutter:

0.625" center gutter



Centerfold

Final Trim Size:

10.75"w x 9"h

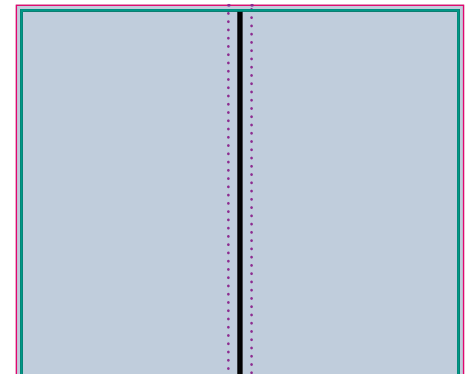
Bleed Size:

11"w x 9.25"h

(0.125" bleed)

Gutter:

0.625" center gutter



Need Help Creating Your Ad?

Our graphic design team can create your ad layout for no additional cost!

Please contact Rebecca@northofboston.org or Holly@northofboston.org.

Creative Deadline: November 13, 2026!