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

To purchase an ad, contact:

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

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

Company Name _____ Contact _____

Email _____ Phone _____

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

Display Ads — include ONE FREE enhanced listing	**2027 Rates**
Sold ~~Centerfold (10.75"w x 9"h)~~	~~$5,425~~
Sold ~~Back Cover Page (5.375"w x 9"h)~~	~~$4,925~~
Sold ~~Inside Front & Back Cover (5.375"w x 9"h)~~	~~$4,925~~
☐ Two-Page Spread (9.875"w x 8.2"h)	$5,225
☐ Full Page (4.625"w x 8.2"h)	$3,025
☐ Half Page (4.625"w x 4"h)	$1,590
☐ Quarter Page Horizontal (4.625"w x 1.9"h)	$840
☐ Quarter Page Vertical (2.215"w x 4"h)	$840
☐ Enhanced Listing Only ***Business name, address, phone, website, & 30-40 words***	$470
☐ 2 or More Enhanced 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/*

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 _____

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.*

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.

NORTH of BOSTON
Convention & Visitors Bureau
northofboston.org

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

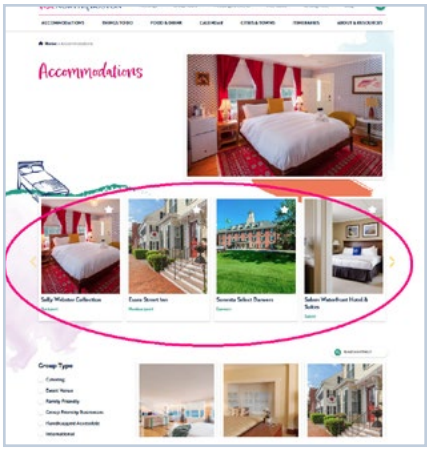
Featured Category Listing

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



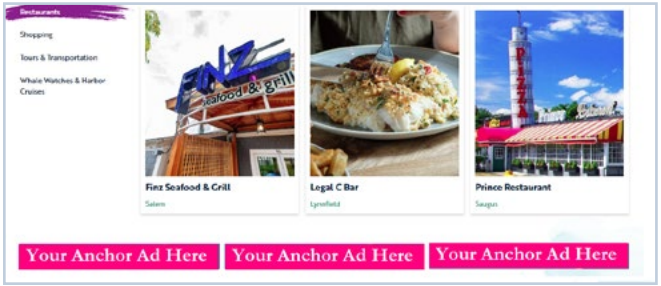
Anchor Ads

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

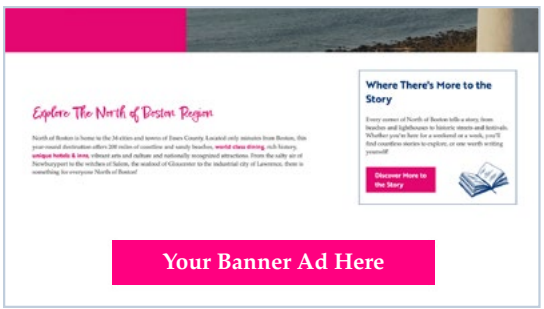
Display your ad on our home page! Ad rotates every 5 seconds and randomizes on page load.

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

NORTH of BOSTON
Convention & Visitors Bureau
northofboston.org

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

Enhanced Listing

(Region Marker)

R **Business Name**
123 Address Road, Town, MA 00000,
555-867-5309, businesswebsite.com
Short 30-40 word description. Lorem ipsum verist vollam, simendebis etum que sequis.

Quarter Pages

Horizontal

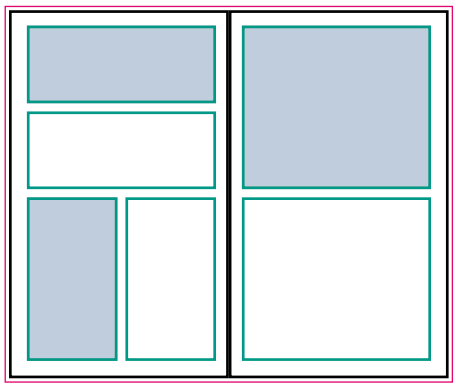
Final Size:
4.625″w x 1.9″h

No Bleed

Vertical

Final Size:
2.215″w x 4″h

No Bleed



Half Page

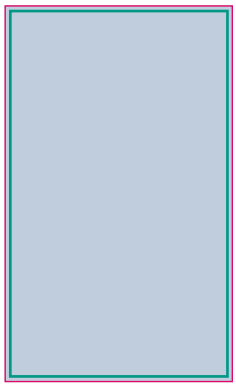
Final Size:
4.625″w x 4″h

No Bleed

Back Cover

Final Trim Size:
5.375″w x 9″h

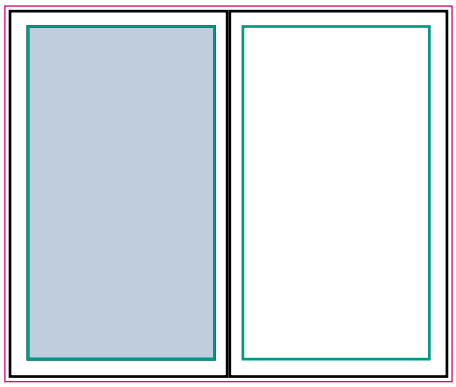
Bleed Size:
5.625″w x 9.25″h
(0.125″ bleed)



Full Page

Final Size:
4.625″w x 8.2″h

No Bleed

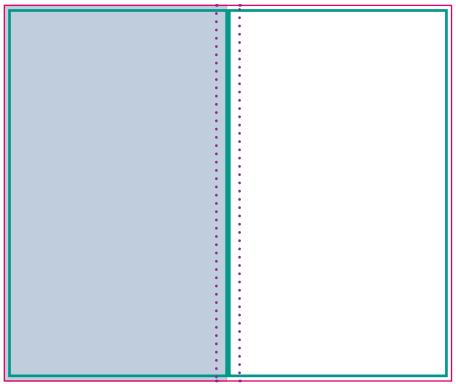


Inside Covers (Front & Back)

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

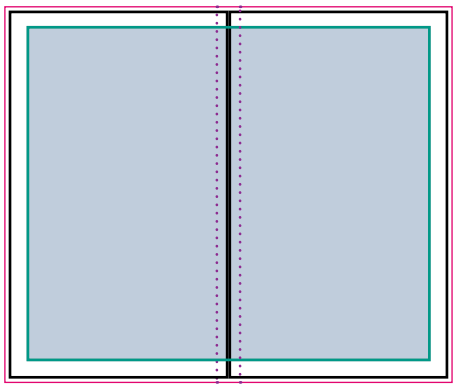


2-Page Spread

Final Size:
9.875″w x 8.2″h

No Bleed

Gutter:
0.625″ center gutter

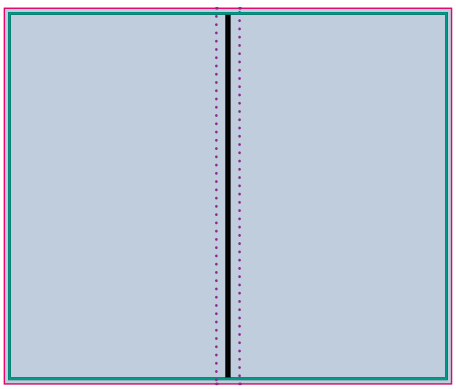


Centerfold

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!