



Johnny Appleseed Country Fall/Winter 2026

DETAILS ABOUT **THE GUIDE**

Distribution

The Guide to North Central Massachusetts is published by Johnny Appleseed Trail Association to help promote tourism and travel in the region. The guide is distributed at over 350+ locations across New England, including the Johnny Appleseed Visitors' Center on Route 2 in Lancaster, festivals across North Central Massachusetts and 46 AAA offices throughout New England. The guide is also provided at travel conferences, bus tours, mailed globally on inquiries, as well as on our website, www.visitnorthcentral.com.

With **125,000+** people visiting the Johnny Appleseed Visitors' Center each year, your ad will reach the visitors you want to attract!

Why Advertise in the Guide?

- » We print 40,000 copies of each issue and distribute at over 350+ locations across Massachusetts, Rhode Island, Connecticut, New Hampshire, and Canada
- » To maximize exposure, **40,000** copies are produced twice a year
- » *The Online Guide* now has **interactive hyperlinks** instantly connecting your website directly with your printed advertisements
- » Your company's brand will receive exposure through the guide and all other social sites
- » **2 Million+** yearly hits from www.massvacation.com
- » Complimentary Ad Design Support is available
- » Your ad is posted for up to **six months** with a rate as low as \$280 for a 1/8 page.

Fall/Winter Guide covers: **Sept. 2026 - Feb. 2027** Reservation Deadline: **July 1, 2026**

Mail to:
The Guide to North Central Massachusetts
860 South Street
Fitchburg, MA 01420

Diane Burnette
dburnette@NorthCentralMass.com



**VISIT NORTH CENTRAL
MASSACHUSETTS**
JOHNNY APPLESEED COUNTRY

AD GUIDELINES

Your ad, as it appeared in the last Fall/Winter issue of The Guide to North Central Massachusetts/Johnny Appleseed Country, is printed below.

If you submitted a complete ad and wish to run an ad in the Fall/Winter issue, please ask your design professional to make the necessary adjustments to fit our new format.

PLEASE NOTE: all ads must be paid prior to publication; ads will not be published if not paid in full.

CREDIT CARD NUMBER _____
 EXPIRATION DATE _____ CVV ON BACK _____
 NAME _____
 ADDRESS _____
 CITY, STATE, ZIP _____
 SIGNATURE _____

- ☐ AD APPROVED AS PRINTED
- ☐ UPSIZE CURRENT AD
- ☐ CHANGES REQUIRED

Fall/Winter Guide covers: **Sept. 2026 - Feb. 2027** Reservation Deadline: **July 1, 2026**

Mail to:
 North Central Massachusetts Chamber of Commerce
 860 South Street
 Fitchburg, MA 01420

Diane Burnette
 dburnette@NorthCentralMass.com



**VISIT NORTH CENTRAL
 MASSACHUSETTS**
 JOHNNY APPLESEED COUNTRY

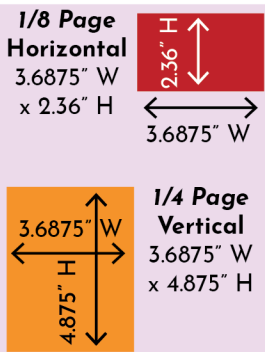
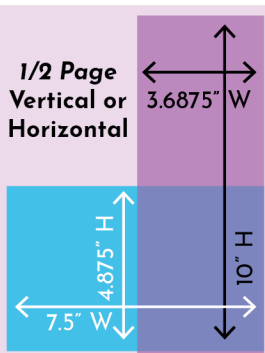
The Guide Advertising Rates

Back Cover & Inside Cover

Trim Size:
8.25" W x 10.75" H
With Bleeds:
8.75" W x 11.25" H

Standard Full Page

7.5" W x 10" H
With Bleeds:
8.75" W x 11.25" H



1/4 Page Vertical
3.6875" W x 4.875" H

	Basic	Business Choice	Business Growth + Above	Non-Member	Size
Back Cover	\$2550	\$2350	\$2090	N/A	8.25"w x 10"h
Inside Cover	\$2075	\$1850	\$1600	N/A	8.25"w x 10"h
Full Page	\$1785	\$1600	\$1475	\$2675	7.5"w x 10"h
1/2 Page	\$1080	\$1020	\$825	\$1620	(H) 7.5"w x 4.875"h (V) 3.687"w x 10"h
1/4 Page	\$825	\$770	\$645	\$1200	3.687"w x 4.875"h
1/8 Page	\$410	\$385	\$345	\$625	3.687"w x 2.36"h

Production Specs:

Ads and photos should be submitted as CMYK (the color mode for print) and 300 DPI, high resolution, at the proper height and width for your size ad. PDF and JPG files are preferred.

Calendar of Events Deadline: F/W - July 1, 2026 | S/S - January 1, 2027

In a Word document, submit your event(s) with information including the date(s), time(s), cost(s), and description(s). Spring/Summer calendar runs from March 1 - September 1. Fall/Winter calendar runs from September 1 - March 1. There will be NO charge for your calendar listings. **Please email your submissions to jashley@northcentralmass.com.**

Advertising Policy: All advertisements are subject to approval by the publisher. Visit North Central Massachusetts (VNCM) is not responsible for any errors on camera ready materials, late ads or changes made at no charge to advertisers or agencies. Advertisers and agencies assume all responsibility for all content of advertisements (including copy, representation, illustrations, sketches, maps, labels, trademarks or other copyrighted matters) and assumes responsibility for any and all claims arising against the publisher.

Payment:

All advertising must be paid for when the order is placed, unless other billing arrangements have been made with VNCM.

Spring/Summer Guide covers: **March - Sept. 2026** Reservation Deadline: **Dec. 31, 2026**

Fall/Winter Guide covers: **Sept. 2026 - Feb. 2027** Reservation Deadline: **July 1, 2026**

Mail to:

North Central Massachusetts Chamber of Commerce
860 South Street
Fitchburg, MA 01420

Teresa Roberts

978.353.4896 x 227
troberts@northcentralmass.com

Make Checks Payable to:

Visit North Central Massachusetts
860 South Street
Fitchburg, MA 01420



Enhance Your Visibility in North Central Massachusetts

Member-Exclusive Advertising Advantages

Premium positions including Back Cover and Inside Cover are **reserved exclusively for Chamber members** in our widely-distributed North Central Massachusetts Guide. Member preferred rates represent significant savings over non-member advertising costs.

Substantial Member Savings

Advertisement Size Maximum Member Savings Percentage Discount

Full Page	\$1200	45%
1/2 Page	\$795	49%
1/4 Page	\$555	46%
1/8 Page	\$280	45%

Investment Example: A Business Growth+ member placing a half-page ad saves \$795—a significant offset to membership dues while gaining all the benefits of chamber partnership.

Discover the Value of Chamber Membership

Whether you're a current member or considering joining, chamber membership provides a wealth of benefits that support your business growth, visibility, and success. The North Central Massachusetts Chamber of Commerce offers comprehensive resources and opportunities that extend far beyond marketing advantages.

As the tourism affiliate of the North Central Massachusetts Chamber of Commerce and the official Regional Tourism Council for North Central Massachusetts, Visit North Central Massachusetts works tirelessly to promote our region's unique attractions, cultural experiences, outdoor adventures, and hospitality offerings. When you advertise in our guide as a Chamber member, you're joining a collective effort to showcase the best our communities have to offer.

Comprehensive Marketing & Promotional Benefits

- **Digital Visibility:** Gain prominent placement on VisitNorthCentral.com and on NorthCentralMass.com, our social media channels, and in regional marketing materials. Your business becomes part of our curated visitor recommendations and regional itineraries.
- **Strategic Partnerships:** Participate in cooperative promotional campaigns, seasonal initiatives, and regional events designed to increase visitor traffic, extend stays, and boost spending throughout North Central Massachusetts.
- **Collaborative Marketing Opportunities:** Join our collective marketing efforts that highlight North Central Massachusetts as a premier destination. Together, we create a stronger voice and more compelling message than any single business could achieve alone.
- **Industry Insights & Networking:** Access tourism trend data, visitor demographics, and seasonal insights to inform your business decisions. Connect with fellow tourism stakeholders and other businesses through regular events and networking opportunities.

Business Growth & Development Resources

- **Strategic Networking:** Connect with qualified business prospects, community leaders, and potential partners through regular chamber events designed to foster meaningful business relationships.
- **Workforce Development:** Access our Jobs Board and Career & Hiring events to connect with qualified talent and address your staffing needs in today's competitive labor market.
- **Business Resources:** Benefit from access to business loans, technical assistance, health insurance options, and various member savings programs that reduce operational costs.
- **Shop Local Initiatives:** Participate in our regional gift card program that keeps spending local and introduces new customers to member businesses throughout North Central Massachusetts.
- **Professional Development:** Access specialized educational workshops, seminars, and resources designed to help your business adapt, innovate, and grow in today's competitive marketplace.
- **Business Milestone Support:** Receive assistance with grand openings, expansions, and other significant business events including ribbon cutting ceremonies and promotional announcements.
- **Legislative Advocacy:** Gain representation on important business issues at local and state levels, ensuring your interests are considered in policy decisions that affect our regional economy.

Invest in Regional Growth & Success

By becoming a member and advertising in our guide, you're not just promoting your own business—you're investing in the economic vitality of our entire region. Together, we're building North Central Massachusetts as a recognized destination for travelers seeking authentic New England experiences.

Thank You to Our Members

We gratefully acknowledge our existing Chamber members whose ongoing support and participation strengthen our regional business community and make our promotional efforts possible. Your commitment to North Central Massachusetts drives our collective success.

NOT ALREADY A MEMBER? Contact our membership team today to learn how your business can benefit from partnership with Visit North Central Massachusetts and the Chamber's comprehensive support network. For complete details on Chamber membership benefits and opportunities, visit www.northcentralmass.com or contact the North Central Massachusetts Chamber at 978.353.7600 ext. 239.

Visit North Central Massachusetts is the tourism affiliate of the North Central Massachusetts Chamber of Commerce, committed to promoting economic growth through regional tourism development and destination marketing.

← Full Page with Bleeds →

← Quarter Page →

Quarter Page

1/8 Page

1/8 Page

Full Page with Bleeds

Half Page Horizontal

Half Page Horizontal