

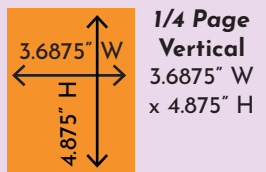
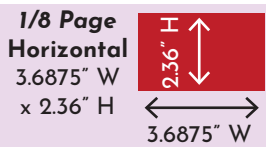
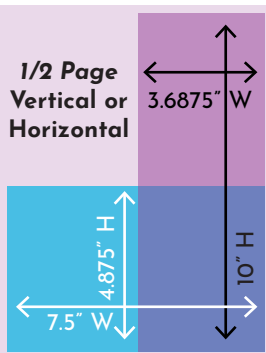
The Guide Spring/Summer Advertising Rates 2025

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



	Basic	Business Choice	Business Growth + Above	Size
Back Cover	\$2550	\$2350	\$2090	8.25" w x 10" h
Inside Cover	\$2075	\$1850	\$1600	8.25" w x 10" h
Full Page	\$1785	\$1600	\$1475	7.5" w x 10" h
1/2 Page	\$1080	\$1020	\$825	(H) 7.5" w x 4.875" h (V) 3.687" w x 10" h
1/4 Page	\$825	\$770	\$645	3.687" w x 4.875" h
1/8 Page	\$410	\$385	\$345	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 file formats are preferred.

Calendar of Events Deadline: January 1, 2025

In a Word document, submit your event(s) with information including the date(s), time(s), cost(s), and description(s). Calendar runs from March 1st - September 1st, 2025. There will be NO charge for your calendar listings. Please email your submissions to vtippawong@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 text, representation, illustrations, sketches, maps, labels, trademarks or other copyrighted matters) and assumes responsibility for any any all claims arising therefrom against the publisher.

Order Form - Spring/Summer 2025

Payment in full. Please provide CC information, unless arrangements are made at time of order.

Name of Business _____

Name of Primary Contact _____

Address (Street, City, State, Zip) _____

Business Phone _____ Fax _____

Email _____

Visit North Central Massachusetts Membership Level _____

Size of Ad _____ Cost _____

Ad Copy: Attached _____ To Come _____ Need Design _____ Pick up from _____ Issue

Credit Card # _____ EXP Date _____ CVV _____

Issue(s): Fall/Winter _____ Spring/Summer _____ Both (10% discount if ordered & paid in full) _____

Date Ordered _____ Signed _____

Payment:

All advertising must be paid for when scheduled unless billing arrangements have been made with VNCM. The advertiser shall make payments upon receipt of VNCM's statement, and in the event that it fails to make payment within such time, VNCM may reject advertising copy and/or immediately cancel this contract. The advertiser agrees to indemnify VNCM for all expenses incurred in connection with amounts due under this contract, including but not limited to court costs and reasonable attorney fees.

Spring/Summer Guide covers: **March 1 - Sept. 1, 2025** Reservation Deadline: **Dec. 5, 2024**

Mail to:

The Guide to North Central Massachusetts
1000 Rte 2 Westbound
Lancaster, MA 01523

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VISIT NORTH CENTRAL MASSACHUSETTS
JOHNNY APPLESEED COUNTRY