

# North Central Massachusetts



VISIT NORTH CENTRAL  
MASSACHUSETTS  
JOHNNY APPLESEED COUNTRY

# 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](http://www.visitnorthcentral.com).

With **165,000+** 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 250 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](http://www.massvacation.com)
- » Complimentary Ad Design Support is available
- » Your ad is posted for up to **six months** with a rate as low as \$345 for a 1/8 page.

Fall/Winter Guide covers: **Sept. 1st, 2023 - Feb. 28th, 2024**. Reservation Deadline: **July 7th, 2023**

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

**Diane Burnette**  
978.534.2829  
[dburnette@NorthCentralMass.com](mailto:dburnette@NorthCentralMass.com)



**VISIT NORTH CENTRAL  
MASSACHUSETTS**  
JOHNNY APPLESEED COUNTRY

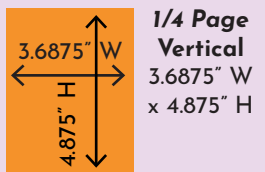
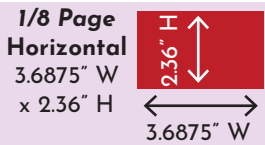
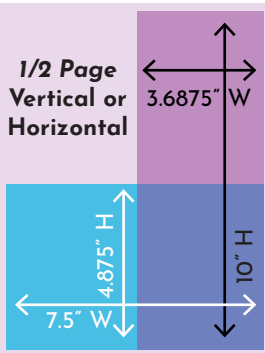
## The Guide Fall/Winter Advertising Rates 2023/2024

### 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	\$2340	\$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.

### Advertising/Calendar of Events Deadline: July 7th, 2023

In a Word document, submit your event(s) with information including the date(s), time(s), cost(s), and description(s). Calendar runs from September 1st, 2023 - February 28th, 2024.

There will be NO charge for your calendar listings.

Please email your submissions to [dburnette@NorthCentralMass.com](mailto:dburnette@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 test, representation, illustrations, sketches, maps, labels, trademarks or other copyrighted matters) and assumes responsibility for any and all claims arising therefrom against the publisher.

### Order Form - Fall/Winter 2023/24

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.

Fall/Winter Guide covers: **Sept. 1st, 2023 - Feb. 28th, 2024.** Reservation Deadline: **July 7th, 2023**

### Mail to:

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

### Diane Burnette

978.534.2829  
[dburnette@NorthCentralMass.com](mailto:dburnette@NorthCentralMass.com)



**VISIT NORTH CENTRAL MASSACHUSETTS**  
JOHNNY APPLESEED COUNTRY

← Full Page with Bleeds →

← Quarter Page →

Quarter Page

← Half Page Vertical →

1/8 Page

1/8 Page

Full Page with Bleeds

Half Page Horizontal

Half Page Horizontal

Half Page Vertical

