

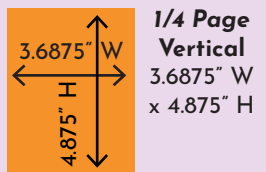
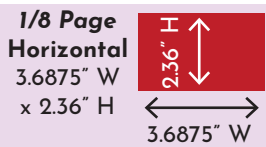
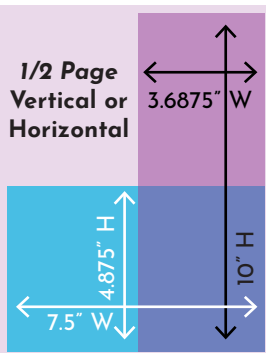
## The Guide Spring/Summer Advertising Rates 2021

### 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	\$2080	\$1900	\$1700	8.25"w x 10"h
Inside Cover	\$1690	\$1500	\$1300	8.25"w x 10"h
Full Page	\$1450	\$1300	\$1200	7.5" w x 10" h
1/2 Page	\$880	\$830	\$675	(H) 7.5" w x 4.875" h (V) 3.687" w x 10" h
1/4 Page	\$675	\$625	\$525	3.687" w x 4.875" h
1/8 Page	\$330	\$315	\$280	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: February 1, 2021

In a Word document, submit your event(s) with information including the date(s), time(s), cost(s), and description(s). Calendar runs from April 1st - September 1st, 2021. 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 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 2021

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 cover: April 1st - Sept. 1st, 2021. Reservation Deadline: Feb. 1st, 2021

### 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

