



METROWEST AFTER DARK: THE 21+ GUIDE

metrowestvisitors.org/after-dark-dispensary

Visitors and locals alike are eager to explore the growing world of cannabis in MetroWest, from discovering products to learning about the science and artistry behind cultivation. That's why we're creating a must-have resource highlighting the region's top cannabis dispensaries and educational experiences.

Don't miss this opportunity to elevate your brand, attract new customers, and be a part of MetroWest's thriving cannabis industry!

- Standard Listing + Half Page Ad
- Enhanced Listing + Full Page Ad
- Premium Ad Placement Inside Front Cover
- Premium Ad Placement Inside Back Cover / Back Cover
- Sponsored Content Full Page
- Sponsored Content 2 Page Spread

ADVERTISING OPTIONS

HALF PAGE AD + STANDARD LISTING

\$ 700

- Contact information: company name, address, phone, and website
- 25-word business description
- Half Page Ad: 8" x 5.125" (horizontal only)

FULL PAGE AD + ENHANCED LISTING

\$ 1200

- Contact information: company name, address, phone number, website, store hours
- 45-word business description
- Logo or photo inclusion to make your business stand out
- Full Page Ad: 8" x 10.5"

PREMIUM AD PLACEMENTS

FULL PAGE (INSIDE FRONT COVER) + ENHANCED LISTING

\$ 1800

FULL PAGE (INSIDE BACK OR BACK COVER) + ENHANCED LISTING

\$ 1500

SPONSORED CONTENT ARTICLE

Make an Impact with Sponsored Content! Take your brand exposure to the next level with a dedicated feature article in MetroWest After Dark: The 21+ Guide. Showcase your business' story, educate consumers, or highlight upcoming trends in the industry.

FULL PAGE - \$1500

- 3 - 5 photos
- 400 words

TWO PAGE SPREAD - \$2500

- 6-8 photos
- 800 words

SPECIAL INTRODUCTORY PRICES

BUSINESS NAME

WEBSITE

FIRST NAME

LAST NAME

EMAIL ADDRESS

PHONE NUMBER

STREET ADDRESS

CITY / TOWN

STATE

HOURS

CONTACT: Colette Fearnley | colette@metrowestvisitors.org | 617-237-7559 | metrowestvisitors.org

DISPENSARIES

Botera

1256 W Central Street Ste. 6
Franklin, MA
botera.com
508-298-7199

Sun: 10am-8pm

Mon-Thu: 10am-9pm

Fri: 10am-10pm

Sat: 10am-9pm

Botera offers high quality cannabis products in a comfortable, welcoming and modern environment. We focus on the complete customer cannabis experience with agents that are specially trained to educate and assist each client to assure product choices and satisfaction.



Bountiful Farms

13 Mercer Road
Natick, MA
bountifulfarms.care
508-720-4189

Mon-Sat: 10am-7pm

Sun: 11am-5pm

At Bountiful Farms, we are dedicated to going above and beyond. We leave no path unexplored to ensure we are only sharing the most exceptional cannabis experience to bring you better days. Always.



ReLeaf Alternative

291 Worcester St
Natick, MA
releafma.com/natick
508-299-6980

Sun-Thu: 9am -9pm

Fri-Sat: 9am-11pm

reLeaf Alternative provides high-quality, lab-tested cannabis with a focus on safety, potency, and education. Managed by a board-certified medical doctor, our expert team guides customers to the best products for their needs. We are proudly a women-owned business.



CommCan

1525 Main Street
Medway, MA
commcan.com
508-533-9333

CommCan is a locally-owned, woman-owned, LGBTQ-owned, and family-operated cannabis company, bringing premium, home-grown products to Massachusetts.

Eskar

400 Commerce Dr
Northbridge, MA
eskarma.com
860-305-3378

Eskar is revolutionizing cannabis shopping with education, self-service options, and a vast selection of quality products, ensuring an informed and seamless experience.

High Hopes

1 Menfi Way Unit 9
Hopedale, MA
highhopesma.com
508-381-0565

Hopedale's first recreational dispensary, was rate a 5-stars by NECANN in 2024. Our cozy atmosphere and large curated menu create the perfect shopping experience

Native Sun

1320 S Washington St
Hudson, MA
nativesuncannabis.com
978-935-04989

Smell the Flower, Feel the Sun—our dispensary offers premium cannabis, expert guidance, and a welcoming community for an elevated experience.

NETA

162 Grove St
Franklin, MA
netacare.org/franklin
617-377-7408

NETA operates one of the East Coast's largest indoor cultivation facilities and processes all of NETA's products. From seed to sale, we do it all right here in Massachusetts.

Redi

321 Speen St
Natick, MA
tryredi.com
774-231-8393

Founded in 2017, Redi is a locally owned cannabis dispensary focused on providing personalized service in the Massachusetts market.



Advertise in our MetroWest After Dark: The 21+ Guide

Distribution: Digital flipbooks and downloadable PDFs will be available on the MetroWest Boston Visitors Bureau website, with online promotion and included in 75,000 printed MBVB visitors guides distributed annually.

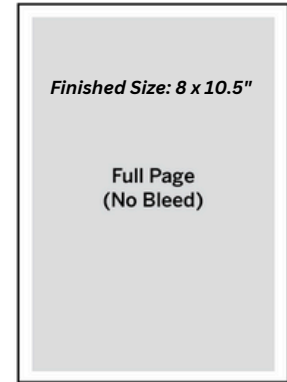
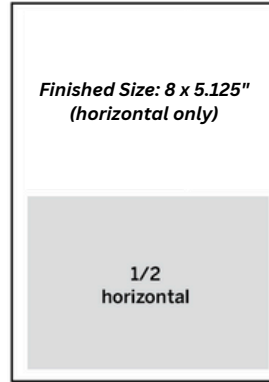
Ad deadline: July 1, 2025

Standard Listing + Half-Page Ad

- Contact information: company name, address, phone, and website
- 25-word business description
- Half-Page Ad: size: 8” x 5.152” (horizontal only)

Enhanced Listing + Full-Page Ad

- Contact information: company name, address, phone, website, and store hours
- 45-word business description
- Logo or photo inclusion to make your business stand out
- Full-Page Ad: size: 8” x 10.5”



Borders: We will add borders to half page and full page non-bleeds ads
File Types: PDF or JPG files
Images: 300 dpi

All advertisements must comply with Massachusetts Cannabis Control Commission regulations. For full details on advertising guidelines, please review the following resources:

Massachusetts Cannabis Control Commission Advertising FAQ: masscannabiscontrol.com/wp-content/uploads/2021/08/202108_FAQ_Advertising.pdf

Marketing Your Cannabis Business in Massachusetts: cannabiscreative.com/blog/marketing-your-cannabis-business-in-massachusetts

It is the advertiser's responsibility to ensure compliance with all state regulations.

SPECIAL INTRODUCTORY PRICES	Ad Size	Rates
	Full Page Inside Front Cover + enhanced listing	\$1800
	Full Page, Premium (inside back or back cover) + enhanced listing	\$1500
	Full Page Ad + enhanced listing	\$1200
	Half Page Ad + standard listing	\$700



Sponsored Content Article

Sponsored content offers businesses a unique opportunity to showcase their brand, educate consumers, and highlight the experience behind their products.

Article Guidelines

- Articles must focus on the experience at your store (no promotion of product consumption).
- All content must comply with the Cannabis Control Commission regulations.
- We reserve the right to edit or decline articles that don't adhere to these guidelines.

Full Page Article

- 3-5 photos
- 400 words

2 Page Spread Article

- 6-8 photos
- 800 word

Possible Topics:

- Cannabis horticulture and cultivation processes
- Medicinal Practices
- A behind-the-scenes-look at the cannabis industry
- Impact of cannabis on the economy

No need to layout the article.

Simply supply us with your headline, body copy in a Word or Google doc as well as you photos, and we'll take it from there!

All articles must comply with Massachusetts Cannabis Control Commission regulations. It is the advertiser's responsibility to ensure compliance with all state regulations. For full details on advertising guidelines, please review the following resources:

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Article Types	Rates
Full Page Article	\$1500
2 Page Spread Article	\$2500

