



METROWEST AFTER DARK

www.metrowestvisitors.org/after-dark-advertising

Visitors and locals alike are eager to explore the world of craft beverages, evening entertainment, and nighttime activities. That's why we're creating a must-have resource highlighting the region's attractions that come alive after dark.

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

<input type="checkbox"/> Standard Listing	<input type="checkbox"/> Enhanced Listing
<input type="checkbox"/> Half Page Ad	<input type="checkbox"/> Full Page Ad
<input type="checkbox"/> Premium Full Page Ad Inside Front Cover	
<input type="checkbox"/> Sponsored Content Full Page	<input type="checkbox"/> Sponsored Content 2 Page Spread

BUSINESS NAME

FIRST NAME

EMAIL ADDRESS

STREET ADDRESS

CITY / TOWN

STATE

HOURS

ADVERTISING OPTIONS

STANDARD LISTING

\$ 200

- Contact information: company name, address, phone, and website
- 25-word business description

ENHANCED LISTING

\$ 300

- Contact information: company name, address, phone number, website, store hours
- 45-word business description
- Logo or photo inclusion to make your business stand out

DISPLAY ADS

HALF PAGE AD

\$ 500

FULL PAGE AD

\$ 900

PREMIUM FULL PAGE AD (INSIDE FRONT COVER)

\$ 1200

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 - \$1200

- 3 - 5 photos
- 400 words

TWO PAGE SPREAD - \$2000

- 6-8 photos
- 800 words

**SPECIAL
INTRODUCTORY
PRICES**

Non-member rates shown. Members get discounted rates.

WEBSITE

LAST NAME

PHONE NUMBER

HOPS, GRAPES, AND BARRELS

Drink Dion's

4 South Avenue, Natick, MA
drinkdions.com
508-647-0097
joedion@drinkdions.com

Drink Dion's in Natick, MA, offers an exceptional selection of premium wines, craft beers, and top-quality spirits. With personalized recommendations and a passion for great taste, we're your go-to destination for all occasions. Explore our collection online at drinkdions.com or in-store today!



Jack's Abby Craft Lagers

100 Clinton St, Framingham, MA
jacksabby.com
508-872-0900
davison@jacksabby.com

A traditional German-style craft brewery offering authentic lagers and a diverse menu that includes delicious German fare and wood-fired pizzas, creating a unique dining experience that combines rich flavors with exceptional craft brewing.



La Cantina Winery

230 Cottage St, Franklin MA
lacantinawinery.com
978-450-1111
bob@lacantinawinery.com

At La Cantina Winery, we craft small-batch wines from the finest grapes worldwide, bringing traditional Italian winemaking to life. Enjoy a relaxed tasting experience, explore our curated menu, and join us for exciting events—no reservations needed, first come first serve.



The Shed

342 East Central St
Franklin, MA
theshedfranklin.com
508-321-5427

A welcoming spot to gather with family and friends, offering fresh, locally sourced meals, craft beer, creative cocktails, and a warm, inviting atmosphere.

GlenPharmer Distillery

860 West Central Street
Franklin, MA
glenpharmer.com
508-528-4000

GlenPharmer is a grain-to-glass distillery offering handcrafted spirits, artisan cocktails, and chef-inspired cuisine in a relaxed, polished atmosphere within a historic mill setting.

Lookout Farm Brewing & Cider Co.

89 Pleasant Street
South Natick, MA
lookoutfarm.com
508-745-3697

A historic farm offering fresh-grown produce, craft cider, and family-friendly experiences, blending tradition with innovation in a scenic setting for all to enjoy.

Lost Shoe Brewing and Roasting Company

19 Weed St
Marlborough, MA
lostshoebrews.com

Lost Shoe Brewing and Roasting Company blends craft beer and fresh-roasted coffee in a welcoming taproom, creating a community gathering space inspired by Marlborough's rich shoe manufacturing history.

Bourbon's Kitchen & Cocktails

47 Beacon St
Framingham, MA
bourbonsframingham.com
508-861-7997

Bourbon's Kitchen & Cocktails brings a city vibe to the suburbs, offering quality food, expertly crafted cocktails, and a warm, lively atmosphere for an exceptional dining experience.

Tackle Box Brewing Company

416 Boston Post Rd E
Marlborough, MA
tackleboxbrewing.com
508-321-3292

Tackle Box Brewing Company crafts exceptional beers and ciders with passion and precision, offering a diverse selection to enjoy in the taproom or take home.



Advertise in our MetroWest After Dark guide

Distribution: Digital flipbooks and downloadable PDFs will be available on the MetroWest Boston Visitors Bureau website, with online promotion and included in 60,000 printed MBVB visitors guides distributed annually.

Ad deadline: Jan. 23, 2026

Standard Listing

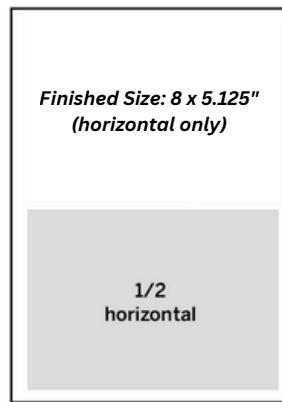
- Contact information: company name, address, phone, and website
- 25-word business description

Enhanced Listing

- Contact information: company name, address, phone, and website, store hours
- 45-word business description
- Logo or photo inclusion

Half-Page Ad

- Half-Page Ad: size: 8" x 5.152"
(horizontal only)
- **Includes FREE enhanced listing**



Full-Page Ad

- Full-Page Ad: size: 8" x 10.5"
- **Includes FREE enhanced listing**

Borders: We will add borders to half page and full page non-bleeds ads

File Types: PDF or JPG files

Images: 300 dpi

SPECIAL INTRODUCTORY PRICES	Ad Size	Non-member Rates	Member Rates
	Standard Listing	\$200	FREE
	Enhanced Listing	\$300	\$100
	Half Page Ad with FREE Enhanced Listing	\$500	\$425
	Full Page Ad with FREE Enhanced Listing	\$900	\$800
	Full Page Ad (Inside Front Cover) with FREE Enhanced Listing	\$1200	\$1000



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 should focus on the experience at your establishment, which can include history, production process, events, or unique offerings. (no promotion of product consumption, such as drinking games).
- 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:

- Cocktail Recipes
- Production Process
- Food & Alcohol Pairings
- Sustainability Practices
- Role of Local Ingredients
- How-to's (how to play pickleball, win at trivia, throw a great dinner party, etc)
- Upcoming Trends to Watch for
- Your Company's History/Story
- "Best night out" story or itinerary

No need to layout the article.

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

Article Types	Nonmember Rates	Member Rates
Full Page Article with FREE Enhanced Listing	\$1200	\$1000
2 Page Spread Article with FREE Enhanced Listing	\$2000	\$1800

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PRICES**