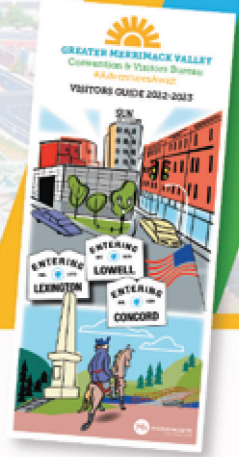




**Greater Merrimack Valley  
Convention & Visitors Bureau**  
adventures await  
merrimackvalley.org



**25,000**  
FULL COLOR COPIES  
DISTRIBUTED

copies of the guides are strategically distributed at the best locations to reach our visitors, including:

**In-Market**

Lowell National Historical Park Visitor Centers and museums

All Massachusetts state designated Visitor Centers

All GMVCVB downtown Lowell member establishments; including but not limited to; Airports; Hotels; Restaurants; Tourist Attractions; Tsongas Center; UMass Lowell Campus; Middlesex Community College Campus; UML Inn & Conference Center; Lowell Memorial Auditorium; Merrimack Reparatory Theatre; etc.

These guides are also used for orientation for UML and MCC and are available for downtown businesses for new employees

Guides are also part of all welcome packages for conventions, sporting events, and large scale city events such as the Lowell Summer Music Series and the Lowell Folk Festival.

**Direct Request**

Mailed to every visitor inquiry

**Online**

A Digital Edition of the guide will be accessible on our website, [merrimackvalley.org](http://merrimackvalley.org), reaching thousands of visitors each year, at no additional cost to you!

**ATTENTION GREATER MERRIMACK VALLEY HOSPITALITY PARTNERS!**

The Greater Merrimack Valley Convention and Visitors Bureau is getting ready to produce our new 2025-26 Visitor Guide.

The Greater Merrimack Valley Visitors Guide is the Greater Merrimack Valley CVB's official tourism publication, and is the most effective way to reach the thousands of annual visitors to the Greater Merrimack Valley area! This publication will engage, educate, entertain and guide visitors and local residents of the Greater Merrimack Valley.

Tourism is a huge part of Greater Merrimack Valley's economy, and these visitors account for over \$1 Billion in revenue at local businesses just like yours every year! Please view the ad sizes and rates below for your options for participating, and please contact:

**Vanessa Hayward**  
Deputy Director  
Greater Merrimack Valley Convention & Visitors Bureau  
978.770.2732  
[vhayward@merrimackvalley.org](mailto:vhayward@merrimackvalley.org)

Space is limited, so please act quickly. We look forward to seeing you all in our new and improved Visitor Guide!

*Your ad is circulated for an entire year!*

**ARTWORK, PAYMENT & AGREEMENT DEADLINE**

**May 9th, 2025**

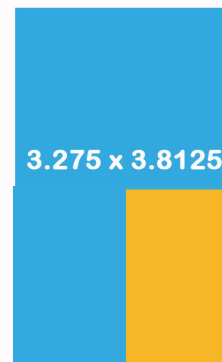
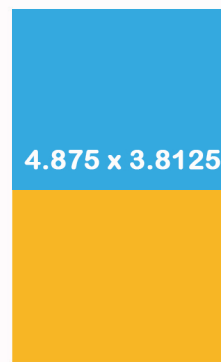
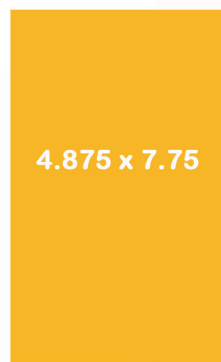
**Early Bird discount: April 25th, get 10% OFF**



*Ad space is limited and subject to availability. Position guarantee (1/2 page minimum) add 15%. Note: Other position requests will be considered. However, ultimate position of advertisements is at the discretion of the publisher.*

Full page (no bleed): 4.875" w x 7.75" h  
 Half page: 4.875" w x 3.8125" h  
 Quarter page: 3.275" w x 3.8125" h

Pricing Structure	
2 page spread	\$ 6,000.00
Back Cover Page	\$ 5,000.00
Inside Front Cover	\$ 5,000.00
Full Page	\$ 2,800.00
1/2 Page	\$ 1,750.00
1/4 Page	\$ 900.00



### PRINT READY ART REQUIREMENTS

Press ready PDF files preferred, with all type converted to path. PDF files must be high resolution (300dpi) CMYK color built to the exact dimensions (no crop marks or bleed lines)  
 Additional formats include: High Resolution TIFF, EPS, Illustrator and Photoshop files  
 No Spot colors. All colors must be CMYK. Bleeds must be at least .125

### MATERIAL HANDLING

Design My Ad - \$100 fee     Will Send New Artwork     Reprint My Ad

### CONTACT INFORMATION

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### PAYMENT INFORMATION

Cash     Check     Credit Card (Complete Field Below • 3% processing fee)  
 Mastercard     Visa     American Express     Discover

**Send Payment to:**

Name on Card: \_\_\_\_\_  
 Card #: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Billing Phone: \_\_\_\_\_

**Vanessa Hayward**  
**Greater Merrimack Valley CVB**  
**PO Box 8370**  
**Lowell Massachusetts 01854**

*Payment Terms: Payment must be made in full before display ad will be included in publication. All payments are non-refundable.*

### DATES TO REMEMBER

Art Work, Payment & Agreement Deadline:  
**May 9th ,2025**

Authorized By: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

Payment Terms: Payment must be made in full before display ad will be included in publication. All payments are non-refundable.