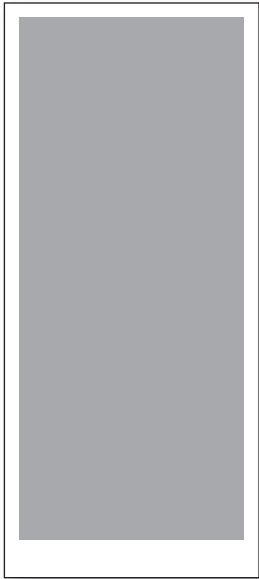


Reach thousands of visitors throughout the Northeast with the 2018–2020 “Explore” Guide!

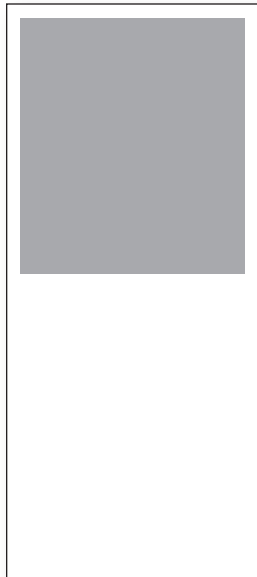
Join area tourist amenities and attractions in the 5th edition of the visitor’s guide published bi-annually by the Northfield Area Tourism and Business Association. The “Explore Guide: The Upper Pioneer Valley of Mass. and Beyond” full color booklet with pull out map of the region, special interest “Trails”, and companion website will be ready for the coming tourist season. See ad rate options below.

Deadline: Friday April 13, 2018

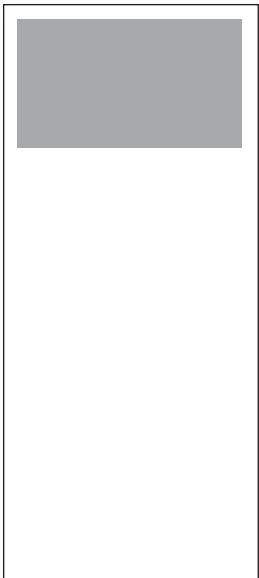
Full Page Ad:
3.5”W X 8”H
\$775



Half Page Ad:
3.5”W X 4”H
\$400



Business Card Ad / Quarter Page Ad:
3.5”W X 2”H
\$275



25 Backporch Country Shop | 108 South Street/Route 5, Bernardston Mass. | Tel: (413) 448-9163 | Located at the back of a 1790's Farm House. Offering antiques, primitive furniture and accessories, textiles and glassware. Handcrafted furniture, signs and wheelbarrows. | Open: Year-round, Thurs through Sun, 10am-5pm.

17 Dala Bird | 105 Main Street, Green Trees Gallery Shop, Northfield Mass. | Tel: (413) 498-4442 | www.dalabird.com | info@dalabird.com | A shop brimming with unique finds from New England and Scandinavia. Gifts for every occasion, home furnishings and décor, fine foods, jewelry, toys, cards and more. | Open: Mon to Sat, 10am-5pm | See display ad.

16 Green Trees Gallery | 105 Main Street/Route 61, Northfield Mass. | A multi-use, community centered space featuring an artisan gift shop, espresso bar and book store, an auction house, art, theater and exercise classes, and seasonal events and art exhibitions. | Open: See display ad and listings by individual resident businesses.

2 Fairview Gardens | 8 Main Street/Route 61, Northfield Mass. | Tel: (413) 498-2484 | www.fairviewgardens.biz | Home of the world-famous "Purple People". Offering the finest quality greenhouse product and florist services. Specializing in weddings and life celebrations. | Open: Year-round.

26 Five Acre Farm | 110 Hinsdale Road, Northfield Mass. | Tel: (413) 498-2208 | www.fiveacrefarm.com | info@fiveacrefarm.com | Seasonal garden center. Locally-grown hanging baskets, annuals, perennials, vegetables and herbs, and display garden. From Northfield Center go north on Route 61, follow Rt. 61 as it turns left just before the New Hampshire border. | Open: April to October seven days a week. | See display ad.

24 Kingale Candle Company | 220 South Street/Route 5, Bernardston Mass. | Tel: (413) 448-2077 | www.kingalecandle.com | New England's newest candle destination.

How to Participate/Deadline:

- Ads or listing copy are due with full payment by April 15, 2018. See General Print specifications below.
- Email your ad or listing copy and listing photos to: **info@visitnorthfieldarea.com.**
- Payments* should be made to:
Northfield Area Tourism and Business Association
and mailed to:
NATABA, Attn: Steve Stoia
94 Main Street
Northfield, MA 01360

*Prices are for camera-ready art. Additional fees may be incurred for ad creation, changes, or corrections.

General Print Specifications

- Ads must be submitted as PDF (preferred, 300 dpi or better), EPS, TIFF, or JPG files with full color (CMYK), fonts embedded, and optimized for press when distilled. Do not use spot colors. Be sure to embed all fonts and have all graphics as CMYK.

Premium Listing

\$150

3.5”W X 1.5”H

Business Name, Physical Address, Phone, Website, Email, Open Hours, PLUS a 25-word description, photo, or logo, and map locator. Must have a physical location that serves customers during regular open hours.

Print Specifications, Listing Photos:

Color photos accompanying 25-word listings must be 300 dpi or better.