

1 BERKSHIRE

1 REGION • 1 COMMUNITY • 1 ECONOMY

2017 Advertising Opportunities on Berkshires.org

1: Leaderboard

728w x 90h pixels ad

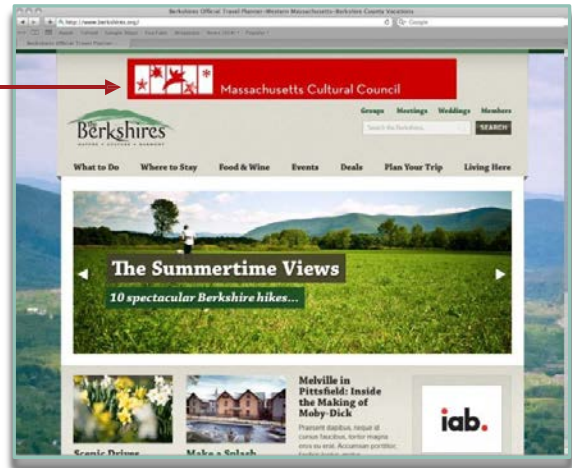
Run of Site; appears at top of every page

Fixed, no rotation

\$1,550 per month: September - June

\$2,100 per month: July - August

Drive Targeted Berkshire Travelers to Your Site & Venue: Reach consumers most likely to visit the Berkshires and drive them to your site while they are making their plans. **Berkshires.org** is where consumers go to plan their trip and get area information.



2: Display Ad

180w x 150h pixels ad

3 per page, up to 12 in rotation

a) Home Page: \$335 per month

b) What to Do or Events: \$230 per month

c) Where to Stay, Eat & Drink or Deals: \$125 per month

d) All Other Pages: \$115 per month

#1 in Search Engine Rankings: An extremely popular planning tool for visitors and those looking for Berkshire information, **berkshires.org** comes up #1 when searching the "Berkshires." 1Berkshire conducts year-round marketing and public relations efforts to ensure high traffic to Berkshires.org and your ads.



3: Bottom Banner Image Ad

180w x 120h pixels image (no copy or logo) & 5 word

title 5 per page, up to 15 in rotation

Run of Site: appears on every page in rotation

\$185 per month

Berkshire visitor Audience

- Median income: \$100,500
- Median age: 52
- Married: 80%
- Professional: 59%
- College educated: 55%



4: Text Ad

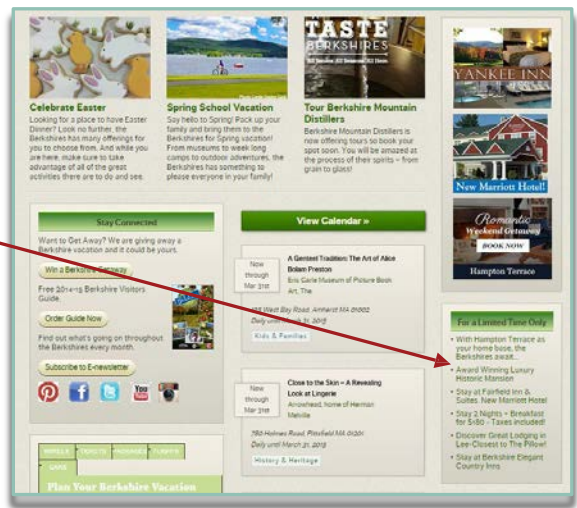
35 – 40 characters

Including spaces and punctuation 6 per page, up to 15 in rotation

Run of Site - appears on every page in rotation

\$225 per month

Quick and Easy Access: With only one click, visitors get quick and easy access to your website and we provide tracking reports of those clicking through. By advertising, you highlight your business to consumers who are looking for your information.



5: Spotlight Text Ad

Selected Member Category:

Where to Stay, What to Do or Eat & Drink

3 per pg, no rotation, fixed

a) First location: \$295 per month

b) Second & Third location: \$270 per month

Visitor Traffic to Berkshires.org

- 726,106 sessions (up by 51%)
- 561,836 users (up by 53%)
- 1,639,294 page views (up by 31%)
- 76% New sessions

6. "Ten Great" Lists featuring native content

Three/year, \$530/ad

500w x 240h pixels image, copy and link

April 1st: Ten Great Historical Sites

August 1st: Ten Great Reasons to Relocate

November 1st: Ten Great Wedding Venues

Ten Great tabbed on every page of berkshires.org, promoted in consumer e-newsletter and on Facebook. Stays posted and generates traffic year-round!

7. Pop Up Ad

480w x 300h pixels static ad

Ad pops up in center of site

when a user first goes to berkshires.org.

\$2,100/month: September – June

\$2,600/month: July and August

Take center stage for a full month, grabbing the attention of each new user of berkshires.org. Pop Up ads offer the largest digital ad space available to advertisers on Berkshire.org

