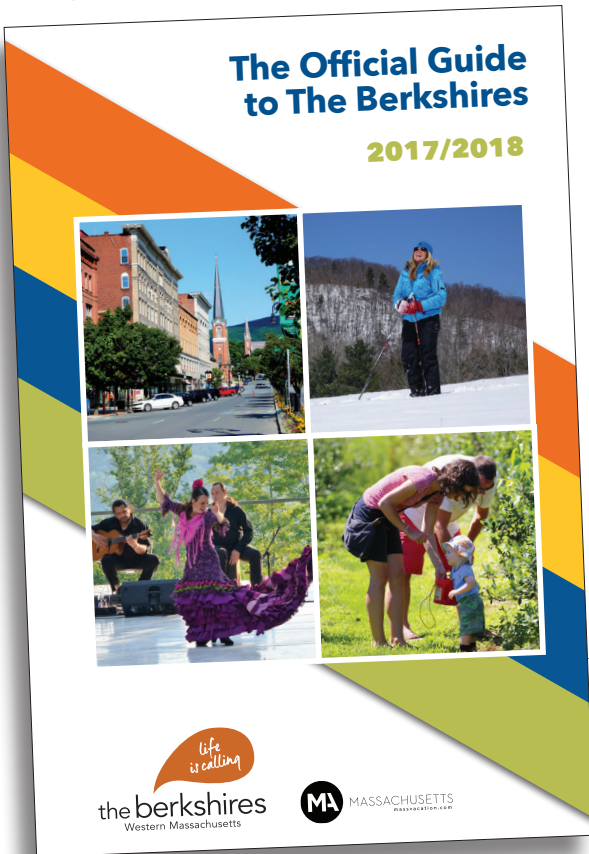


— 2018/2019 —

The Official Guide to The Berkshires

The Only Comprehensive Guide to VISIT and/or LIVE in the Berkshires of Western Massachusetts

115,000 copies distributed year-round



64% are visiting for pleasure and 15% for a special event

Overnight visitors average 2.9 nights and partake in an average of **7 different Berkshire experiences**

41% of visitors have considered relocating to the Berkshires

2/3 of Berkshire residents have relocated from elsewhere

22% have friends or family in the area, 30% of full-time and 40% of 2nd home owners discovered the Berkshires while visiting

NYC is the primary residence for majority of 2nd home owners, followed by other areas of MA, FL, NJ & CT

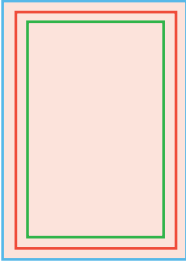
VISIT

LIVE

1 BERKSHIRE

66 Allen Street, Pittsfield, MA
413.499.1600 · sales@1berkshire.com

Ad Sizes



Full page bleed

Safe area (text inside)

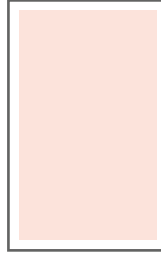
4.75"w x 7.75"h

Trim area

5.25"w x 8.25"h

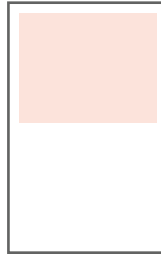
Bleed Area

5.75"w x 8.75"h



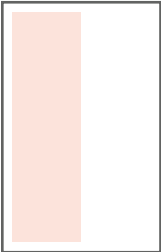
Full page non bleed

4.5"w x 7.4"h



1/2 H

4.5"w x 3.7"h



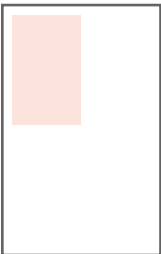
1/2 V

2.2"w x 7.4"h



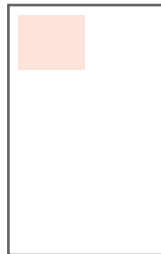
1/4 H

4.5"w x 1.75"h



1/4 V

2.2"w x 3.7"h



1/8 H

2.2"w x 1.75"h

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Ad Rates

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Inside Back Cover	\$6645	
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1/2 Page Color	\$3605	
1/2 Page B&W	\$2600	
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1/4 Page B&W	\$1880	
1/8 Page B&W	\$1340	
Enhanced Listing	\$100	
Additional Listing*	\$135	
Different Copy Listing*	\$175	

SAVE 10%

When you pay
in full by
**November 10
2017**

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ONLINE!**

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**Gain more exposure
with an enhanced listing
for just \$100**

***Have your listing appear in multiple categories of the Guide,
on 1berkshire.com and on berkshires.org for just \$135
and for just \$175 you can change your listing copy**

Deadlines

November 10, 2017

Early bird discount payment due.

December 12, 2017

Space closes. Standard rate payment and all contracts due.

December 19, 2017

Artwork due.

Added value for 1/2 page color advertiser or larger includes a complimentary display ad on a Living Here or Plan Your Trip page on berkshires.org and inclusion in the e-blast announcing the arrival of the 2018-19 Guide.

Early bird discount does not apply to enhanced or additional listings.

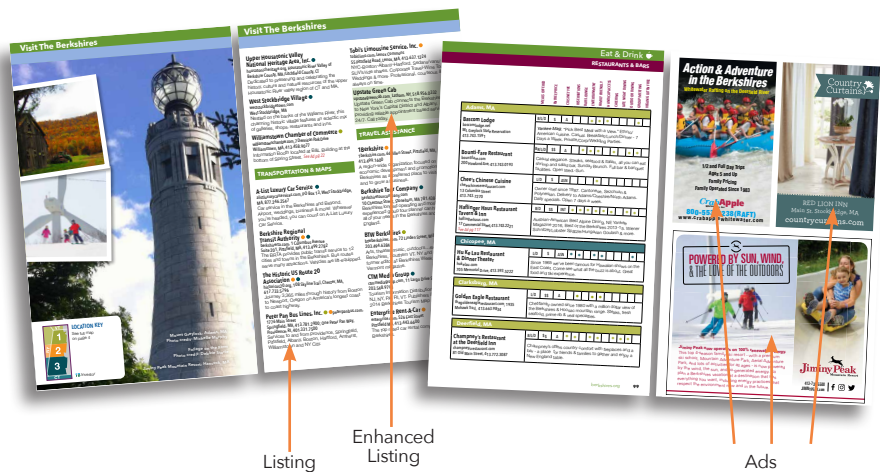
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WHY YOU SHOULD ADVERTISE

- Guide readers make purchasing decisions
- Guide is one of the first places consumers and other business members learn about you
- Guide is supported by a comprehensive year-round marketing program

PROVEN USE BY VISITORS

- **95%** use the Guide to plan what to do
- **67%** use the Guide to find lodging options
- **90%** use the Guide to find dining options
- **75%** use the Guide to find shopping options
- **90%** use the Guide to make reservations



Please note: If full payment is not received by **December 12, 2017** your ad will be pulled.

1 BERKSHIRE

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