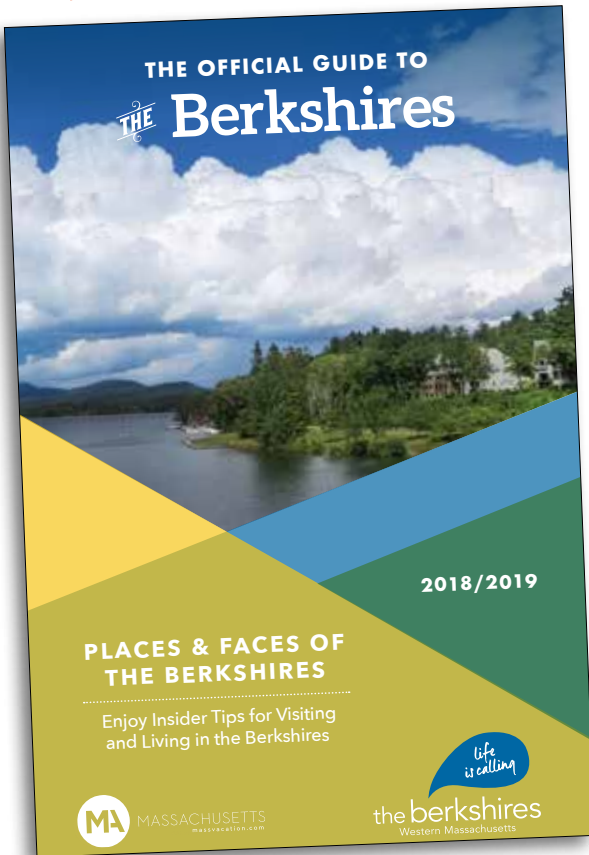


2019/2020

THE TIME IS NOW

Don't Miss Your Chance to Advertise in The Official Guide to the Berkshires

115,000 copies distributed year-round



Why you can't afford not to:

Best Bang for Your Buck

LONG SHELF LIFE Year-round exposure for your business

COMPREHENSIVE REACH
Mailed and picked up in-county by thousands of consumers domestically and internationally, looking to both visit and live in the Berkshires

USED BY LOCALS & VISITORS
Content is relevant to everyone in or outside the county

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

1 BERKSHIRE

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

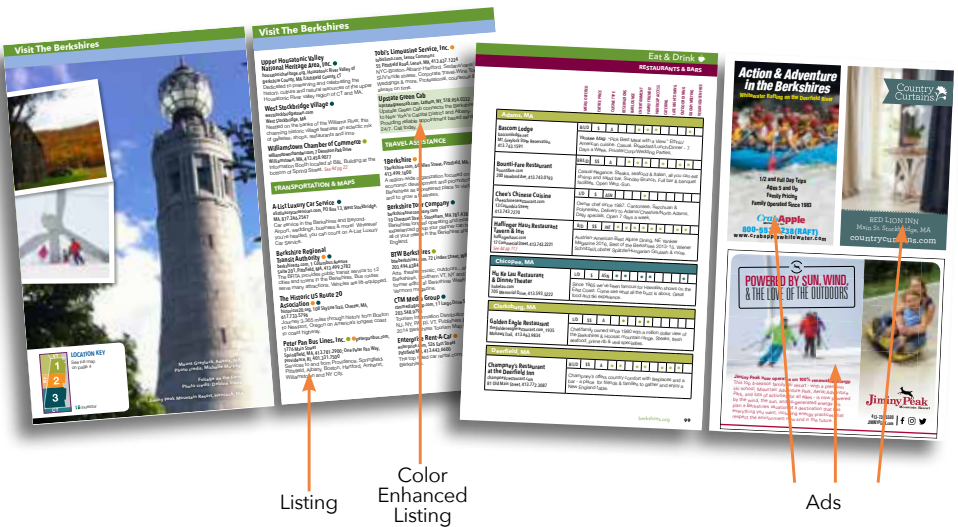
The Best Advertising Decision You'll Make All Year

By the numbers:

- Reaches **300,000 consumers** looking to make purchasing decisions in the Berkshires
- Distributed to over **500 locations** throughout the Berkshires, Columbia county, Northwestern CT, Albany, Troy and Saratoga
- Available in **100s of hotels and attractions** for their guests with questions about the area
- Supported by year-round marketing that garners over **175,000,000+ impression** for the Berkshires

Reasons why the Berkshires needs a Guide:

- **70%** of print guide readers decide to take at least one trip and stay longer at destination after receiving a print guide
- **88%** of undecided visitor guide readers reported print guide influenced them to visit after receiving a print Guide
- **88%** of consumers who requested Guide be mailed to them, bring it with them when they come to the Berkshires



Listing

Color Enhanced Listing

Ads

New for 2019 – Guide available for download!

Ad Rates

Back Cover	\$7850	SOLD OUT
Inside Front Cover	\$6999	SOLD OUT
Inside Back Cover	\$6999	
First Page	\$6999	
Page Facing ToC	\$6999	
Full page Bleed	\$6399	
Full page	\$6200	
1/2 Page Color	\$3800	
1/2 Page B&W	\$2800	
1/4 Page Color	\$3100	
1/4 Page B&W	\$1999	
1/8 Page B&B	\$1450	
Color Enhanced Listing	\$100	
Additional Listing*	\$135	
Different Copy Listing*	\$175	

SAVE 12%

**When you pay
in full by
November 9
2018**

**SUBMIT YOUR AD
ONLINE!**

1berkshire.com/guide

**Gain more exposure
with a color 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 9, 2018

Early bird discount payment due.

December 10, 2018

Space closes. Standard rate payment and all contracts due.

December 20, 2018

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 2019-20 Guide.

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

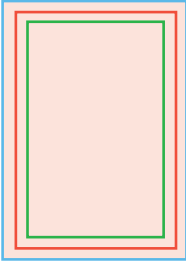
*Please note: If full payment is not received by **Dec. 20, 2018** your ad will be pulled.*

CONTACT

kthornton@1berkshire.com

413.499.1600 ext. 119

Ad Sizes



Full page bleed

Safe area (text inside)

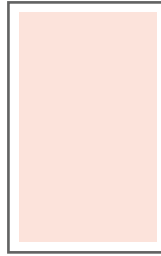
4.75" w x 7.75" h

Trim area

5.25" w x 8.25" h

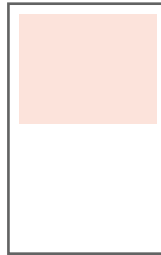
Bleed Area

5.75" w x 8.75" h



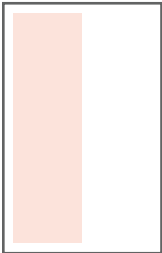
Full page non bleed

4.5" w x 7.4" h



1/2 H

4.5" w x 3.7" h



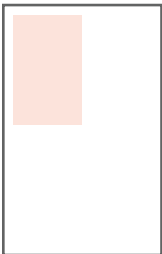
1/2 V

2.2" w x 7.4" h



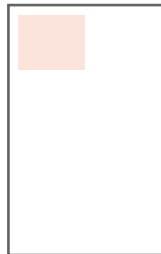
1/4 H

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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