

1BERKSHIRE

2020 Media Schedule

	Audience	Medium	Impressions/ Subscribers	Ad Unit/Materials Description	Spots	Member Cost	Non- Member Cost	Release Date	Materials & Payment Due
BERKSHIRES.ORG									
Pop-up Ad (Sept - June)	Visitors + Relocators	web	45,000	480w x 300h pixels ad, link	1	\$2,160	\$3,240	1st of each month	1 week prior
Pop-up Ad (July - Aug)	Visitors + Relocators	web	73,000	480w x 300h pixels ad, link	1	\$2,675	\$4,013	1st of each month	1 week prior
Leaderboard Ad (Sept - June)	Visitors + Relocators	web	45,000	728w x 90h pixels ad, link	1	\$1,585	\$2,378	1st of each month	1 week prior
Leaderboard Ad (July - Aug)	Visitors + Relocators	web	73,000	728w x 90h pixels ad, link	1	\$2,160	\$3,240	1st of each month	1 week prior
Sidebar Ad - Home Page Only	Visitors + Relocators	web	50,000	180w x 150h pixels ad, link	12	\$345	\$518	1st of each month	1 week prior
Sidebar Ad - What to Do or Events	Visitors + Relocators	web	50,000	180w x 150h pixels ad, link	12	\$235	\$353	1st of each month	1 week prior
Sidebar Ad - Where to Stay or Eat & Drink	Visitors + Relocators	web	50,000	180w x 150h pixels ad, link	12	\$130	\$195	1st of each month	1 week prior
Sidebar Ad - Deals or Weddings	Visitors + Relocators	web	50,000	180w x 150h pixels ad, link	12	\$120	\$180	1st of each month	1 week prior
Featured Berkshires Ad	Visitors + Relocators	web	50,000	180w x 120h pixels image, 5 words, link	12	\$190	\$285	1st of each month	1 week prior
Limited Time Only Ad	Visitors + Relocators	web	50,000	50 characters, link	12	\$230	\$345	1st of each month	1 week prior
Spotlight - What to Do or Where to Stay	Visitors + Relocators	web	50,000	5 words (title), 20 words (description), link	3	\$305	\$458	1st of each month	1 week prior
10 Great: Instagram Worthy Locales	Visitors + Relocators	web + social	50,000	505w x 245h pixels image, 3 themed talking points, link	10	\$545	\$818	5/3/2020	4/24/2020
10 Great: Ways to Thrill or Chill	Visitors + Relocators	web + social	50,000	505w x 245h pixels image, 3 themed talking points, link	10	\$545	\$818	8/9/2020	7/31/2020
10 Great: Unique Places to Stay	Visitors + Relocators	web + social	50,000	505w x 245h pixels image, 3 themed talking points, link	10	\$545	\$818	11/8/2020	10/30/2020
Book It Button	Visitors + Relocators	web	50,000	Supply your reservation link for a Book It Button to accompany your online member listing for easy access to reservation booking.	N/A	\$75	N/A	Ongoing	Annually
1BERKSHIRE.COM									
Pop-up Ad	Residents + Businesses	web	8,000	480w x 300h pixels ad, link	1	\$1,295	\$1,943	1st of each month	1 week prior
Leaderboard Ad	Residents + Businesses	web	8,000	970w x 150h pixels ad, link	1	\$1,080	\$1,620	1st of each month	1 week prior
Sidebar Ad - Home Page Only	Residents + Businesses	web	8,000	300w x 250h pixels ad, link	12	\$160	\$240	1st of each month	1 week prior
Sidebar Ad - One Section Only	Residents + Businesses	web	8,000	300w x 250h pixels ad, link	12	\$75	\$113	1st of each month	1 week prior
Featured 1Berkshire Ad	Residents + Businesses	web	8,000	180 x 120h pixels image, 5 words, link	12	\$99	\$149	1st of each month	1 week prior
Job Posting	Residents + Relocators	web	8,000	job title, company name, job description, link	100	\$100	\$200	Friday of each week	2 days prior
Exclusive E-blast - Ongoing	Visitors + Relocators	1B email	78,000	Image (600w x 500h) OR html script with as many images, copy and links not to exceed 600 pixels wide. Date to be mutually agreed upon to ensure optimal results.		\$2,750	\$3,250	Monthly	TBD
JANUARY									
Happenings Underwriter - SOLD OUT	Residents + Businesses	1B email	76,800	600w x 120h pixels ad, link	4	\$2,500	\$3,750	Tuesday of each month	12/27/2020
Trending Underwriter	Residents + Businesses	1B email	18,900	600w x 120h pixels ad, link	3	\$625	\$781	2/11, 6/23, 12/22/20	1/4, 6/16, 12/15/20
Member to Member Underwriter				600w x 120h pixels ad, link	2	\$625	\$781	5/20/20, 9/23/20	5/11/20, 9/14/20
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	1/5/2020	12/20/2019
The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	1/5/2020	12/20/2019
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	1/7/2020	12/27/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	1/7/2020	12/27/2020
The Berkshires Deals Ad	Visitors + Relocators	1B email	68,000	300w x 300h pixels image, 4 words (deal title), 30 words (deal description), link	6	\$385	\$578	1/12/2020	1/3/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	1/21/2020	1/10/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	1/21/2020	1/10/2020
The Berkshire Backyard Vacation Display Ad	Visitors + Relocators	1B email	10,000	300w x 300h pixels image, four word title, 30 words of copy and link	6	\$165	\$248	1/26/2020	1/17/2020
FEBRUARY									
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	2/4/2020	1/24/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	2/4/2020	1/24/2020
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The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	2/5/2020	1/27/2020
The Berkshire Group Travel Display Ad	Group Tour Operators	1B email	2,800	250w x 208h pixels ad, link	4	\$258	\$387	2/16/2020	2/7/2020
The Berkshire Group Travel Spotlight Text Ad	Group Tour Operators	1B email	2,800	120 characters, link	4	\$258	\$387	2/16/2020	2/7/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	2/18/2020	2/10/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	2/18/2020	2/10/2020
MARCH									
Northeast Group Tour Co-op Print Ad	Group Tour Operators	print/magazine	15,000	300w x 300h pixels image, 30 words, contact info, link	6	\$580	\$870	3/1/2020	1/6/2020
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	3/3/2020	2/21/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	3/3/2020	2/21/2020
BOS DMA Co-op Display Ad						Below:	Below:		
	6 Month Package	Visitors + Relocators	95,600	240w x 235h image (no copy on image), 30 words of copy and link	6	\$350	\$525	3/5/2020	2/14/2020
	3-5 Month Package					\$450	\$675		
	1-2 Month Package					\$525	\$788		
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	3/8/2020	2/27/2020
The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	3/8/2020	2/27/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	3/17/2020	3/6/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	3/17/2020	3/6/2020
Spring into the Berkshires Native Content	Visitors + Relocators	web + 1B email	85,000	300w x 300h pixels image, 3 talking points (will be edited by 1B), link	14	\$345	\$518	3/22/2020	3/12/2020
APRIL									
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	4/5/2020	3/27/2020
The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	4/5/2020	3/27/2020
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	4/7/2020	3/30/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	4/7/2020	3/30/2020
Good News Business Salute Text Ad	Residents + Businesses	1B email	6,500	300 x 300 Logo, 150 characters, link	4	\$250	\$375	4/14/2020	4/6/2020
BOS DMA Co-op Display Ad						Below:	Below:		
	3-5 Month Package	Visitors + Relocators	95,600	240w x 235h image (no copy on image), 30 words of copy and link	6	\$450	\$675	4/8/2020	3/13/2020
	1-2 Month Package					\$525	\$788		
2020 Season & Exhibitions Native Content	Visitors + Relocators	web + 1B email	85,000	300w x 300h pixels image, 3 talking points (will be edited by 1B), link	14	\$345	\$518	4/19/2020	4/10/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	4/21/2020	4/13/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	4/21/2020	4/13/2020
NEW Relocation Resource One-Sheet - North						Below	Below	4/1/2020	3/11/2020
	Underwriter	Business + Relocators	Varies	8"w x 2.6"h color ad	1	\$500	\$750		
	Level 2 Ad	Business + Relocators	Varies	3.8745"w x 2.25"h color ad	2	\$250	\$375		
	Level 3 Ad	Business + Relocators	Varies	2.5"w x 1.85"h color ad	6	\$150	\$225		
	Business Listing	Business + Relocators	Varies	Business name, address, phone # and URL	25	\$100	\$150		
NEW Relocation Resource One-Sheet - Central						Below	Below	4/1/2020	3/11/2020
	Underwriter	Business + Relocators	Varies	8"w x 2.6"h color ad	1	\$500	\$750		
	Level 2 Ad	Business + Relocators	Varies	3.8745"w x 2.25"h color ad	2	\$250	\$375		
	Level 3 Ad	Business + Relocators	Varies	2.5"w x 1.85"h color ad	6	\$150	\$225		
	Business Listing	Business + Relocators	Varies	Business name, address, phone # and URL	25	\$100	\$150		
NEW Relocation Resource One-Sheet - South						Below	Below	4/1/2020	3/11/2020
	Underwriter	Business + Relocators	Varies	8"w x 2.6"h color ad	1	\$500	\$750		
	Level 2 Ad	Business + Relocators	Varies	3.8745"w x 2.25"h color ad	2	\$250	\$375		
	Level 3 Ad	Business + Relocators	Varies	2.5"w x 1.85"h color ad	6	\$150	\$225		
	Business Listing	Business + Relocators	Varies	Business name, address, phone # and URL	25	\$100	\$150		
MAY									
The Berkshires Brochure Standard Placement	Visitors + Relocators	print/brochure	42,000	1.5w x 1.7h inches, 300 DPI color image (no words on image), 30 words, contact info, link	N/A	\$410	\$615	May, 2020	3/6/2020
The Berkshire Brochure Inside Front Cover	Visitors + Relocators	print/brochure	42,000	4w x 9h inches (full bleed)	1	\$1,600	\$2,400	May, 2020	3/6/2020
The Berkshire Brochure Back Cover	Visitors + Relocators	print/brochure	42,000	4w x 9h inches (full bleed)	1	\$1,800	\$2,700	May, 2020	3/6/2020
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	5/3/2020	4/24/2020
The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	5/3/2020	4/24/2020
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	5/12/2020	5/1/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	5/12/2020	5/1/2020
BOS DMA Co-op Display Ad						Below:	Below:		
	3-5 Month Package	Visitors + Relocators	95,600	240w x 235h image (no copy on image), 30 words of copy and link	6	\$450	\$675	5/7/2020	4/17/2020
	1-2 Month Package					\$525	\$788		
Summer Lineup in the Berkshires Native Content	Visitors + Relocators	web + 1B email	85,000	300w x 300h pixels image, 3 talking points (will be edited by 1B), link	14	\$345	\$518	5/17/2020	5/7/2020
NEW 1B Member to Member Enews	1Berkshire Members	1B email	1,000	200w x 200h image (no copy one image), 30 words of copy and link	12	\$125	\$225	5/20/2020	5/11/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	5/26/2020	5/15/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	5/26/2020	5/15/2020

2020 Media Schedule	Audience	Medium	Impressions/ Subscribers	Ad Unit/Materials Description	Spots	Member Cost	Non- Member Cost	Release Date	Materials & Payment Due
JUNE									
Northeast Group Tour Co-op Print Ad	Group Tour Operators	print/magazine	15,000	300w x 300h pixels image, 30 words, contact info, link	6	\$580	\$870	6/1/2020	4/6/2020
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	6/2/2020	5/21/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	6/2/2020	5/21/2020
BOS DMA Co-op Display Ad	Visitors + Relocators	Opti email	95,600	240w x 235h image (no copy on image), 30 words of copy and link	6	Below:	Below:	6/4/2020	5/15/2020
3-5 Month Package						\$450	\$675		
1-2 Month Package						\$525	\$788		
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	6/14/2020	6/5/2020
The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	6/14/2020	6/5/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	6/16/2020	6/5/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	6/16/2020	6/5/2020
NY DMA Co-op Display Ad	Visitors + Relocators	Opti email	225,000	240w x 235h image (no copy on image), 30 words of copy and link	12	\$420	\$630	6/17/2020	5/29/2020
The Berkshires Group Travel Display Ad	Group Tour Operators	1B email	2,800	250w x 208h pixels ad, link	4	\$255	\$383	6/28/2020	6/19/2020
The Berkshires Group Travel Spotlight Text Ad	Group Tour Operators	1B email	2,800	120 characters, link	4	\$255	\$383	6/28/2020	6/19/2020
JULY									
The Berkshires Backyard Vacation Display Ad	Visitors + Relocators	1B email	10,000	300w x 300h pixels image, four word title, 30 words of copy and link	6	\$165	\$248	7/1/2020	6/19/2020
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	7/7/2020	6/26/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	7/7/2020	6/26/2020
NY DMA Co-op Display Ad	Visitors + Relocators	Opti email	225,000	240w x 235h image (no copy on image), 30 words of copy and link	12	\$420	\$630	7/7/2020	6/17/2020
BOS DMA Co-op Display Ad	Visitors + Relocators	Opti email	95,600	240w x 235h image (no copy on image), 30 words of copy and link	6	\$525	\$788	7/7/2020	6/17/2020
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	7/12/2020	7/2/2020
The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	7/12/2020	7/2/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	7/21/2020	7/10/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	7/21/2020	7/10/2020
AUGUST									
BOS DMA Co-op Display Ad	Visitors + Relocators	Opti email	95,600	240w x 235h image (no copy on image), 30 words of copy and link	6	\$525	\$788	8/4/2020	7/17/2020
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	8/4/2020	7/24/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	8/4/2020	7/24/2020
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The Berkshires Deals Ad	Visitors + Relocators	1B email	68,000	300w x 300h pixels image, 4 words (deal title), 30 words (deal description), link	6	\$385	\$578	8/23/2020	8/12/2020
SEPTEMBER									
Northeast Group Tour Co-op Print Ad	Group Tour Operators	print/magazine	15,000	300w x 300h pixels image, 30 words, contact info, link	6	\$580	\$870	9/1/2020	7/6/2020
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	9/1/2020	8/21/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	9/1/2020	8/21/2020
NY DMA Co-op Display Ad	Visitors + Relocators	Opti email	110,000	240w x 235h image (no copy on image), 30 words of copy and link	6	\$420	\$630	9/8/2020	8/20/2020
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	9/13/2020	9/3/2020
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1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	9/15/2020	9/2/2020
Fall in Love with the Berkshires Native Content	Visitors + Relocators	web + 1B email	85,000	300w x 300h pixels image, 3 talking points (will be edited by 1B), link	14	\$345	\$518	9/20/2020	9/9/2020
NEW 1B Member to Member Enews	1Berkshire Members	1B email	1,000	200w x 200h image (no copy one image), 30 words of copy and link	12	\$125	\$225	9/23/2020	9/14/2020
OCTOBER									
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$270	10/6/2020	9/25/2020
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NOVEMBER									
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DECEMBER									
1B Happenings Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	12/1/2020	11/19/2020
1B Happenings Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	12/1/2020	11/19/2020
Winter Wonder in the Berkshires Native Content	Visitors + Relocators	web + 1B email	85,000	300w x 300h pixels image, 3 talking points (will be edited by 1B), link	14	\$345	\$518	12/6/2020	11/25/2020
NEW 1B Member to Member Enews	1Berkshire Members	1B email	1,000	200w x 200h image (no copy one image), 30 words of copy and link	12	\$125	\$225	12/9/2020	11/30/2020
1B Enews Display Ad	Residents + Businesses	1B email	6,400	264w x 264h pixels ad, link	2	\$185	\$278	12/15/2020	12/4/2020
1B Enews Banner Ad	Residents + Businesses	1B email	6,400	600w x 120h pixels ad, link	2	\$170	\$255	12/15/2020	12/4/2020
The Berkshires Visitors Enews Display Ad	Visitors + Relocators	1B email	68,000	264w x 264h pixels ad, link	2	\$340	\$510	12/20/2020	12/11/2020
The Berkshires Visitors Enews Text Ad	Visitors + Relocators	1B email	68,000	150 characters, link	6	\$310	\$465	12/20/2020	12/11/2020
NOTES									
https://1berkshire.com/advertising/									
Schedule is subject to change without notice									
1B stands for 1Berkshire									
Strikethrough format indicates sold-out									
Submit images and photos in .jpg or .png file format unless otherwise specified									
Images cannot not have text on them; ads can have text on them									
If submitted content does not meet specifications then it may be altered by 1Berkshire									
One website ad per month only. If you want to change your berkshires.org or 1berkshire.com ad throughout the month you will be billed a 15% surcharge for each change.									