

The Official Guide to the Berkshires is BACK

2021 / 2022

SO DON'T MISS YOUR CHANCE TO ADVERTISE

Due to the pandemic, the 2020 / 2021 Guide was postponed, but we are happy to announce that we will produce a 2021 / 2022 Guide.



THE 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

100,000 COPIES
DISTRIBUTED YEAR-ROUND



HOW IS THE GUIDE USED?

VISITORS

95% use it to plan what to do

67% use it to find lodging options

90% use it to find dining options

75% use it to find shopping options

90% use it to make reservations

LOCALS

Use the Guide to make decisions, to refer business and to recruit consumers to the areas

1BERKSHIRE

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

LET PEOPLE KNOW THAT YOU ARE OPEN

BY THE NUMBERS:

- Reaches **200,000 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 guests with questions about the area
- Guide can be viewed in its entirety from any page on berkshires.org - **600,000 sessions per year**
- Supported by year-round marketing that garners over **175,000,000+ impressions** for the Berkshires
- Used by **1Berkshire Members** who need your services or refer business

REASONS WHY THE BERKSHIRES NEEDS A GUIDE:

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



ADS: HELD AT 2020 RATES

Back Cover	SOLD OUT
Inside Front Cover	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&W	\$1450
Color Enhanced Listing	\$100
Additional Listing *	\$135
Different Copy Listing *	\$200

SAVE 12%

when you pay in full by
November 6, 2020



SUBMIT YOUR AD ONLINE!
[1BERKSHIRE.COM/GUIDE](https://1berkshire.com/guide)



GAIN MORE EXPOSURE
WITH A COLOR ENHANCED
LISTING FOR \$100

***Have your listing appear in multiple categories of the Guide, on 1Berkshire.com and berkshires.org for \$135 and for just \$200, you can change your listing copy.**

DEADLINES

NOVEMBER 6, 2020

Early bird discount payment due

DECEMBER 11, 2020

Space closes. Standard rate payment and all contracts due.

DECEMBER 28, 2020

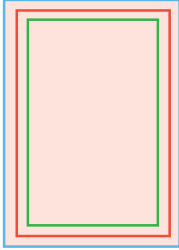
Artwork due. If payment is not received in full by this day, your ad will be pulled.

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 2021 / 2022 Guide.

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

kthornton@1berkshire.com
413.499.1600 Ext. 119

AD SIZES



Full page bleed

Safe area (text inside)

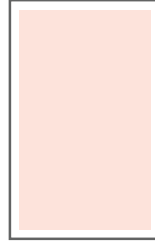
4.75" w x 7.75" h

Trim area

5.25" w x 8.25" h

Bleed Area

5.75" w x 8.75" h



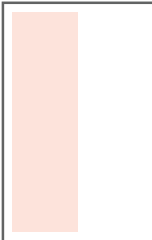
Full page non bleed

4.625" W x 7.75"H



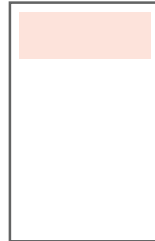
1/2 H

4.625" W x 3.8"H



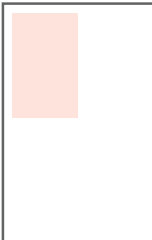
1/2 V

2.2" W x 7.75"H



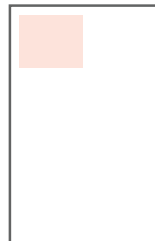
1/4 H

4.625" W x 1.8"H



1/4 V

2.2" W x 3.8"H



1/8 H

2.2" W x 1.8"H