

THE TIME IS NOW!

2022 / 2023

Advertise in the Official Guide to the Berkshires

SAVE NOW! NEW PRICING!



THE BEST BANG FOR YOUR BUCK

LONG SHELF LIFE

Year-round distribution in print and online on berkshires.org (2.2M PAGEVIEWS ANNUALLY)

NEW: QR CODE & CLICK-THRU ADS

QR window clings around the Berkshires will send visitors to the online digital version of the Guide, plus your ad will be hyperlinked

COMPREHENSIVE REACH

Your ad will reach consumers who are critical to your business and who need information to visit, plan an event, live, or work here

MAXIMIZE EXPOSURE

Your ad dollars are supported by ad/PR campaigns targeting consumers interested in visiting



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

DID YOU KNOW

**4 out of 5 Visitors use the
Guide & berkshires.org
to plan travel**

LOCALS

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

1BERKSHIRE

PO Box 4829, Pittsfield, MA
413.499.1600 | kthornton@1berkshire.com

ADS: NEW REDUCED PRICES!

Back Cover	SOLD OUT
Inside Front Cover	SOLD OUT
Inside Back Cover	\$5249
First Page	\$5249
Page Facing TOC	\$5249
Full Page Bleed	\$4799
Full Page	\$4650
1/2 Page Color	\$2850
1/2 Page B&W	\$2100
1/4 Page Color	\$2325
1/4 Page B&W	\$1499
1/8 Page B&W	\$1088
Color Enhanced Listing	\$75
Additional Listing *	\$100
Different Copy Listing *	\$150

SAVE 12%

when you pay in full by
November 5, 2021



SUBMIT YOUR AD ONLINE!
1BERKSHIRE.COM/GUIDE



GAIN MORE EXPOSURE
WITH A COLOR ENHANCED
LISTING FOR \$75

***Have your listing appear in multiple categories of the Guide, on 1Berkshire.com and berkshires.org for \$100 and for just \$150, you can change your listing copy.**

DEADLINES

NOVEMBER 5, 2021

Early bird discount payment due

DECEMBER 10, 2021

Space closes. Standard rate payment and all contracts due.

DECEMBER 27, 2021

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 2022 / 2023 Guide.

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

kthornton@1berkshire.com
413.499.1600 Ext. 119

BEST ADVERTISING DECISION YOU'LL MAKE ALL YEAR

BY THE NUMBERS:

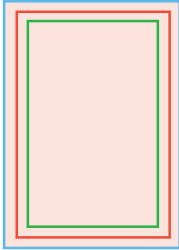
- Reaches **150,000 consumers** looking to make purchasing decisions in the Berkshires - **visitors spend an average of \$1,200** during a 3-night trip
- Distributed to over **500 locations** throughout the Berkshires, Columbia County, Northwestern CT, Albany, Troy and Saratoga
- Available in **100s of hotels and attractions** for guests with questions about the area
- Guide can be viewed from many prominent pages on berkshires.org: **80% of visitors use the site to plan travel**, resulting in **2,200,000+ page views per year**
- Supported by year-round marketing that garners over **300,000,000+ impressions** for the Berkshires
- Used by **1Berkshire Members** who need your services or to 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.



AD SIZES



Full page bleed

Safe area (text inside)

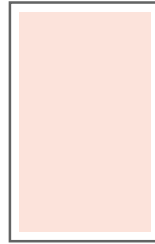
4.75" w x 7.75" h

Trim area

5.25" w x 8.25" h

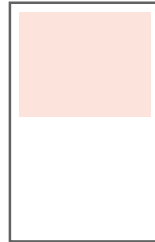
Bleed Area

5.75" w x 8.75" h



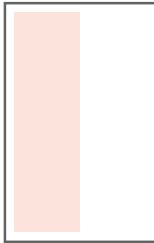
Full page non bleed

4.625" W x 7.75" H



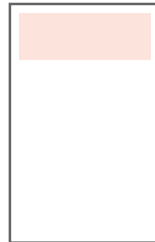
1/2 H

4.625" W x 3.8" H



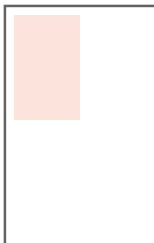
1/2 V

2.2" W x 7.75" H



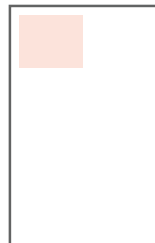
1/4 H

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