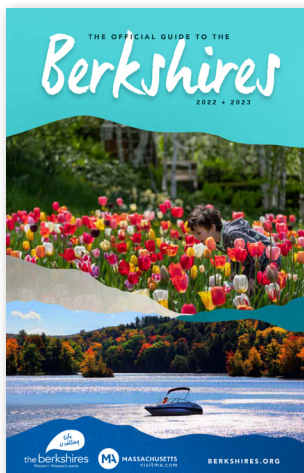


RESERVE SPACE NOW!

2023 / 2024

Advertise in the *Official Guide to the Berkshires*
and the *Berkshire Brochure*



HOW ARE THE GUIDE & BROCHURE USED?

95% of Visitors use to plan what to do • 67% use to find lodging options

90% use to find dining options • 75% use to find shopping options

90% use to make reservations + Locals use the Guide to make decisions,
refer business & recruit consumers to the areas

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

NEW! BOOK EARLY, BUNDLE & SAVE

Book before November 4th to SAVE 10%!

Applies to Early Bird Guide Ads & Bundled Guide/Brochure
Ads. Payment due by November 4, 2022.

1BERKSHIRE

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

OFFICIAL GUIDE ADS

Back Cover	\$6,720
Inside Front Cover	\$6,000
Inside Back Cover	\$6,000
Page One	\$6,000
Page Facing TOC	\$6,000
Full Page Bleed	\$5,400
Full Page	\$5,165
1/2 Page Color	\$3,165
1/2 Page B&W	\$2,330
1/4 Page Color	\$2,580
1/4 Page B&W	\$1,665
1/8 Page B&W	\$1,090

DEADLINES

NOVEMBER 4, 2022

Early bird discount payment due.

DECEMBER 2, 2022

Space closes. Standard rate payment and all contracts due.

DECEMBER 19, 2022

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

BERKSHIRE BROCHURE ADS

Inside Front Cover	\$3,000
Back Cover	\$3,000
Inside Back Cover	\$2,700
Standard Placement	\$475

DEADLINES

NOVEMBER 4, 2022

Early bird Guide bundle discount payment due.

FEBRUARY 7, 2023

Space closes.

MARCH 3, 2023

Artwork and payment due.

BEST ADVERTISING DECISION YOU'LL MAKE ALL YEAR

GUIDE BY THE NUMBERS

- Reaches **100,000 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

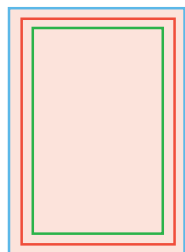
LISTING includes IMAGE



ABOUT THE BROCHURE

- **40,000** copies distributed in NYC, Boston, and beyond to entice visitors to the Berkshires
- Available online at berkshires.org
- Limited number of placements, increasing the value of your listing
- Companion to the Guide that further strengthens the Berkshire brand

GUIDE ADS



FULL PAGE BLEED

safe area

4.75" w x 7.75" h

trim area

5.25" w x 8.25" h

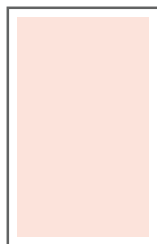
bleed area

5.75" w x 8.75" h

\$5,400

NOTE

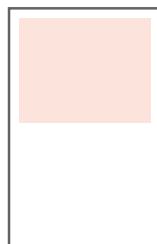
All ads should be 300 DPI and exported as a PDF or JPG



FULL PAGE NO BLEED

4.625" w x 7.75" h

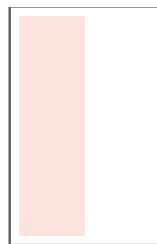
\$5,165



HALF PG HORZ

4.625" w x 3.8" h

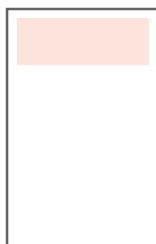
\$3,165C | \$2,330BW



HALF PG VERT

2.2" w x 7.75" h

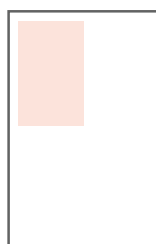
\$3,165C | \$2,330BW



QUARTER PG HORZ

4.625" w x 1.8" h

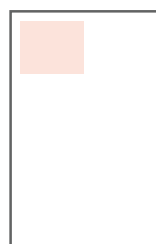
\$2,580C | \$1,665BW



QUARTER PG VERT

2.2" w x 3.8" h

\$2,580C | \$1,665BW



EIGHT PG

2.2" w x 1.8" h

\$1,088BW

BROCHURE ADS

STANDARD PLACEMENT

1.5" w x 1.7" h

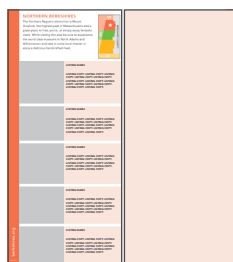
300 DPI color image

(no words on image)

30 words

contact info & link

\$475



COVERS/FULL PG

4" w x 9" h (full bleed)

includes a standard placement

\$3,000 - \$2,700