

BERKSHIRES.ORG ADVERTISING

190K+ monthly pageviews 20-30K monthly homepage views

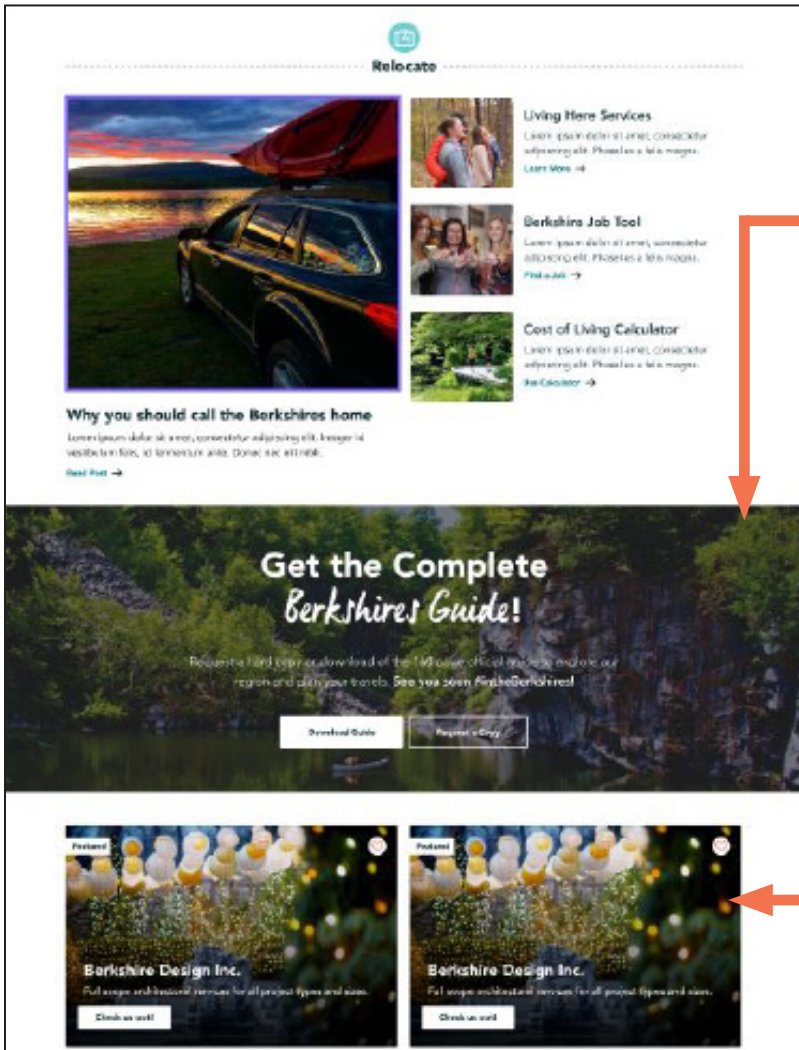
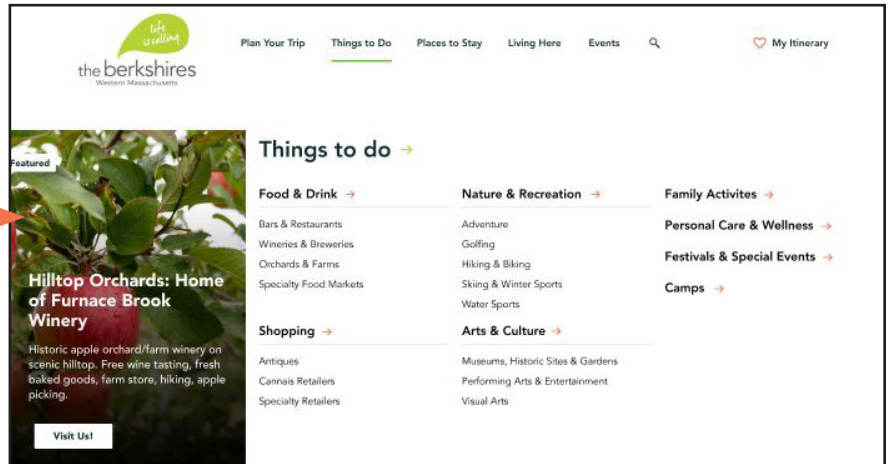
5K monthly event page views 2K monthly internal pageviews

All ads are sold in 30-day flights beginning on the 1st of each month. Payment and assets are due 1 week prior. Reservations & questions: Cara Vermeulen at cvermeulen@1berkshire.com.

Assets: Amanda Alibozek at aalibozek@1berkshire.com.

Drop Down Menu Ad

- High res image (993w x 1650h), business title, ad copy, button link
- Fixed leftside of menu, limit 1 per category: Plan Your Trip, Things to Do, Places to Stay, Living Here, Events
- \$450 Member
- \$660 Non-member



Full-width Banner Ad

- High res image (1440w x 453h), title, ad copy, button link
- Fixed on Homepage, limit 1
- \$1,750 Sept-Jun, \$2,375 July/Aug Member
- \$2,600 Sept-Jun, \$3,565 July/Aug Non-member

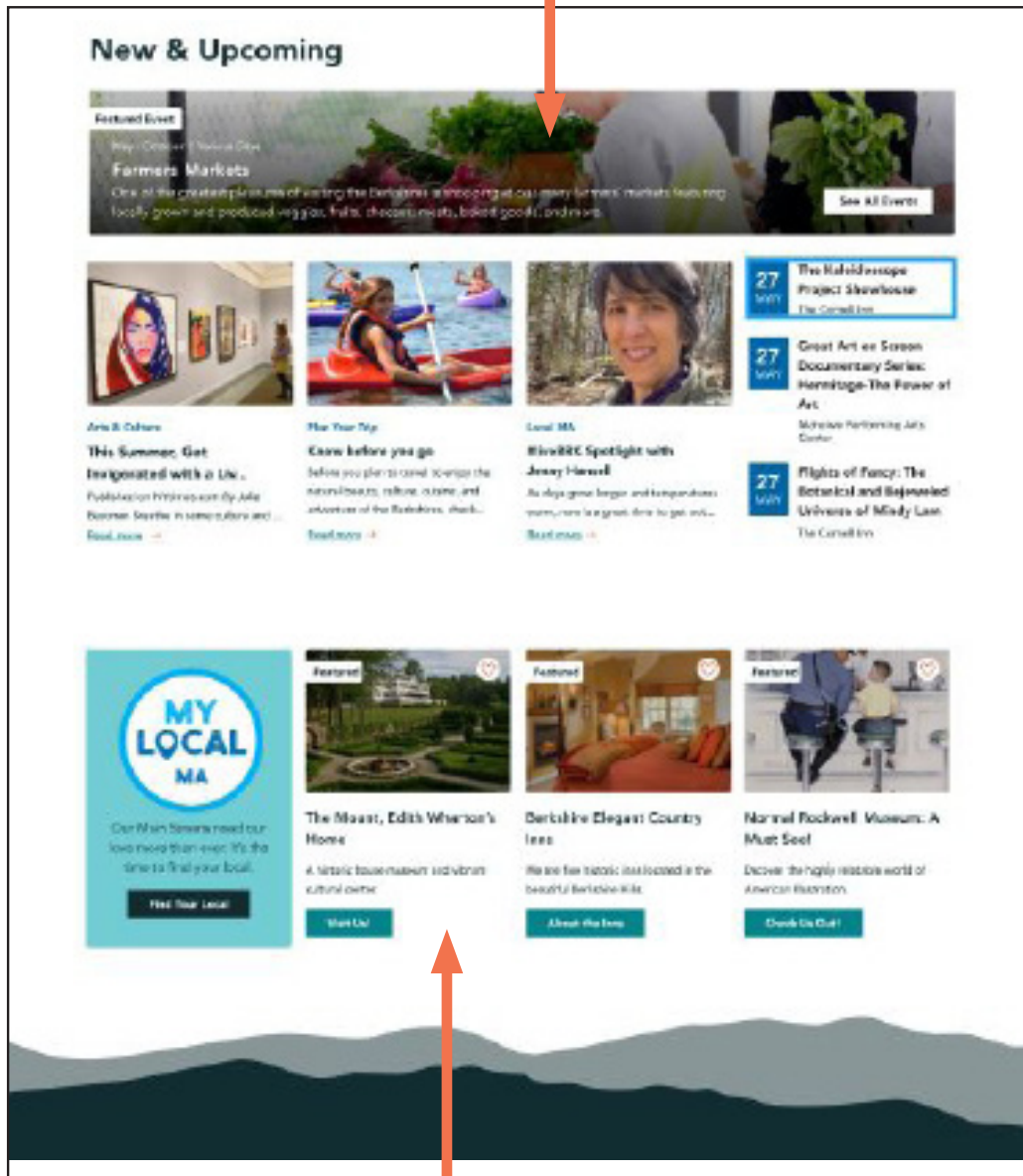
Display Ad

- High res image (1767w x 1179h), business title, ad copy, button link
- Mid-page, 2 per page, limit 6, rotates
- Choose Homepage or 1 category: Plan Your Trip, Things to Do, Places to Stay, Living Here, Events
- \$380 Member Homepage
- \$570 Non-member Homepage
- \$260 Member Category
- \$390 Non-member Category

All prices, specs, limits, etc. are subject to change.

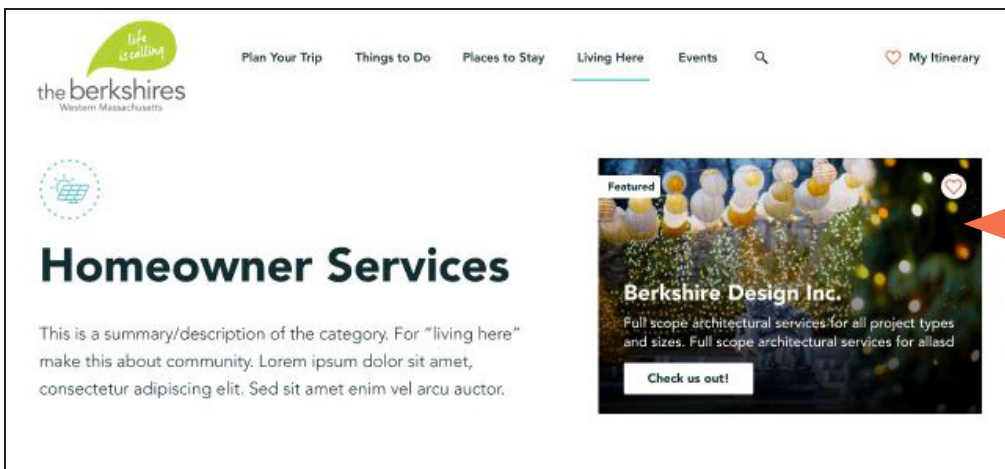
Event Banner Ad

- High res image (999w x 369h), business title, ad copy, button link
- Choose Homepage or 1 category: Plan Your Trip, Things to Do, Places to Stay, Living Here, Events
- 1 on view at a time, limit 3, rotates
- \$540 Member Homepage; \$515 all other pages
- \$810 Non-member Homepage; \$775 all other pages



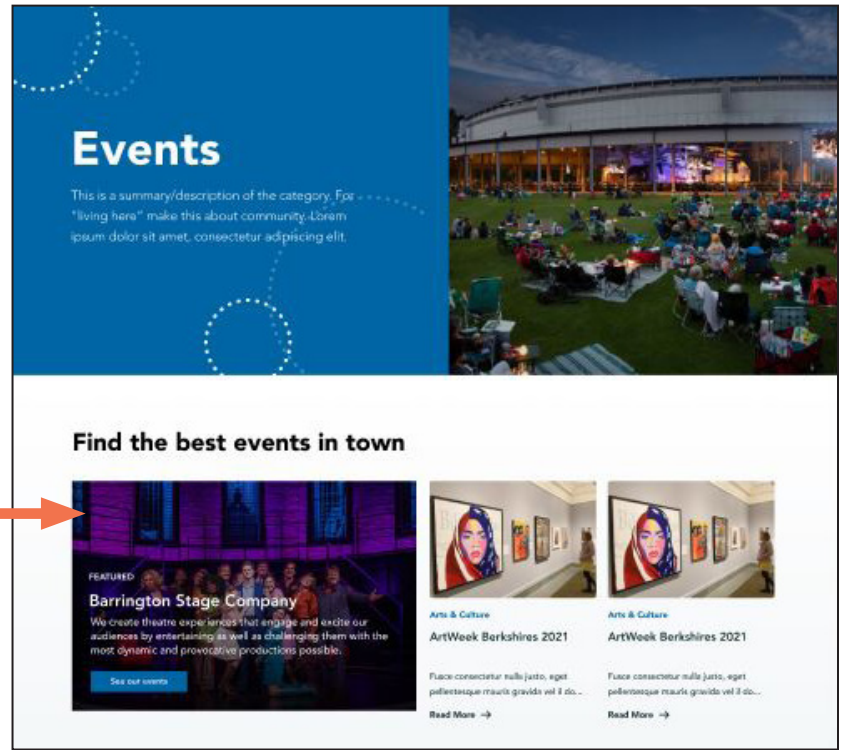
Footer Ad

- Member listing pulled from database (no assets needed)
- Bottom of Homepage, 4 on view at a time, limit 6, rotates
- \$220 Member
- \$325 Non-member



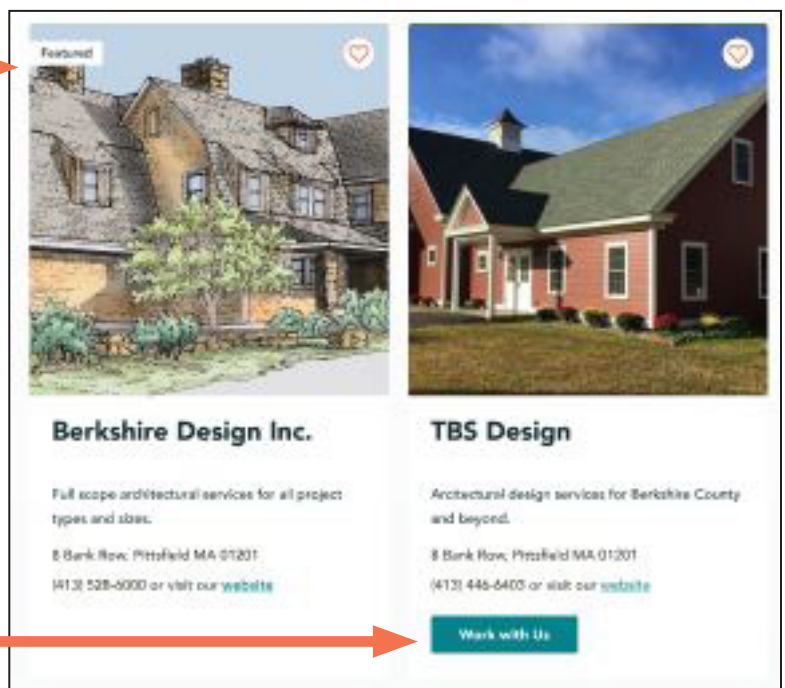
- Header Ad**
- High res image (1494w x 978h), business title, ad copy, button link
 - Top of Child pages, limit 1 per page (choose sub-category)
 - \$310 Member
 - \$465 Non-member

- Featured Event Ad**
- High res image (1767w x 1179h), business title, ad copy, button link
 - Events page, 1 on view at a time, limit 3, rotates
 - \$260 Member Events
 - \$390 Non-member Events



- Featured Member Listing**
- Member listing appears first
 - Limit 3
 - \$260 Member only

- Call to Action Button**
- button copy, link
 - Bottom of Member listing
 - \$80 Member only



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