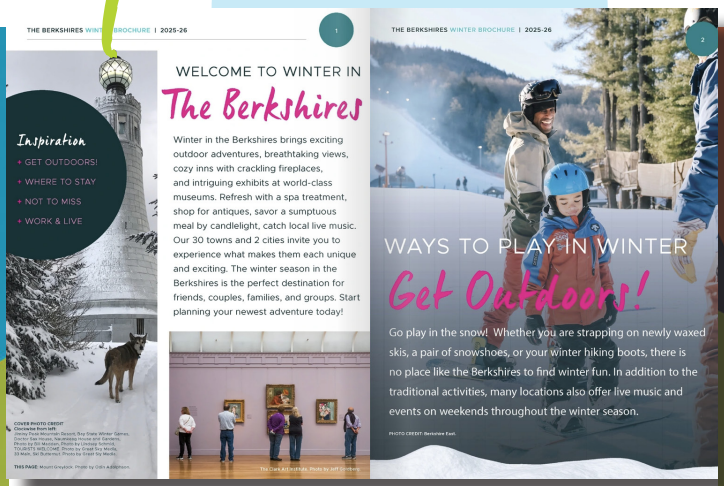
1BERKSHIRE PUBLICATIONS

Winter Digital Brochure





AD SIZES + RATES

Back Cover: $2,000
8.5" wide x 11" high
includes spotlight

Winter Spotlight: $500
2.125" wide x 1.25" high image
+ 15-20 word listing
includes member listing contact info + website

DISTRIBUTION

Dec-April distribution
NYC & Boston markets
Hosted on berkshires.org
Included in all outbound **NYC/Boston** marketing
Promoted to **72K** subscribers
Promoted across **6** visitor focused social mediachannels to **80K** followers

METRICS

404K E-communications sent to NYC, Boston, the Berkshires + other locations
1,200 average monthly impressions online
Users link **directly to your site**

media kit

Ensure visitors know the Berkshires is open and vibrant all winter long.