



2010 Cooperative Media Schedule

Media	issue	Circ/impres/emails	Partners	Cost	Ad Size	Deadline	Art/Pmt due	Details
YEAROUND								
Berkshires.org								
Tile advertising	monthly	varies by page	n/a	\$99-\$225 mo	120x60	ongoing	1 week prior	various pages available
Featured text ad	monthly	varies by page	n/a	\$59 mo	35 char	ongoing	1 week prior	run of site
Add Photo to Listings	yearly	varies by page	n/a	\$99 yr	n/a	ongoing	1 week prior	one photo per member
Target Mail to BVB leads	ongoing	choose quantity	n/a	\$0.22 piece	n/a	ongoing	1 week prior	brochure insert in Guides requested
Media	Issue	Circ/impres/emails	Partners	Cost	Ad Size	Deadline	Art/Pmt due	Details
JANUARY								
Acuweather.com (Albany, Metro NY)	1/18-1/31	500,000	6	\$1079/ 2 wks	728x90, rotating	CANCELLED		Rotating banner with link
Discover the Berkshires, e news	1/13/10	60,000	5	\$135	468x60	completed	1/8/10	Banner, School Vacation Planning
WINTER CRM Eblast to BVB leads								
Metro NY	1/27/10	12,830	5	\$500	image, headline, 60 words, three links	completed	1/20/10	
Boston	1/27/10	6,950	5	\$400		completed	1/20/10	
CT & RI	1/27/10	3,850	5	\$300		completed	1/20/10	
Albany	1/27/10	1,000	5	\$100		completed	1/20/10	
Message on Hold- BVB	Feb-Apr	30,000	6	Sold Out	20 sec	completed	1 week prior	50 words, 20 second voice over
FEBRUARY								
Acuweather.com (Albany, Metro NY)	2/1-2/14	500,000	6	\$1079/ 2 wks	728x90, rotating	CANCELLED	1/11/10	Rotating banner with link
ABA Insider e-newsletter	2/1/10	13,000	3	Sold Out	1.5" x 1", image, 20 words + link	completed	1/11/10	1/3 page (1.75"w x 10"h) banner
Discover the Berkshires, e news	2/10/10	60,000	5	\$135	468x60	completed	2/5/10	Banner, Winter recreation
Northeastern Group Tour Magazine	Spring/Feb	15,000	9	Sold Out	2.25" x 1.5"	completed		3/4 page + editorial
MARCH								
Meetings East Magazine	March	22,046	6	Sold Out	2.5" x 2.5"	completed	1/29/10	Full page, 4C
ABA Insider e-newsletter	3/1/10	13,000	3	Sold Out	1.5" x 1", image, 20 words + link	completed	2/8/10	1/3 page (1.75"w x 10"h) banner
Discover the Berkshires, e-news	3/10/10	60,000	5	\$135	468x60	completed	3/5/10	Banner, History
SPRING CRM Eblast to BVB leads								
Metro NY	3/31/10	12,830	5	Sold Out	image, headline, 60 words, three links	completed	3/24/10	
Boston	3/31/10	6,950	5	\$400		completed	3/24/10	
CT & RI	3/31/10	3,850	5	\$300		completed	3/24/10	
Albany	3/31/10	1,000	5	\$100		completed	3/24/10	
APRIL								
Group Away	Spring/Apr	16,000	8	Sold Out	3.5" x 2"	completed	2/9/10	Full page, 4C + e-newsletter
ABA Insider e-newsletter	4/12/10	13,000	3	Sold Out	1.5" x 1", image, 20 words + link	completed	3/22/10	1/3 page (1.75"w x 10"h) banner
Discover the Berkshires, e-news	4/14/10	60,000	5	\$135	468x60	completed	4/9/10	Banner, Biking/Hiking
Ticket to Ride, e-news for groups	April	4,000	4	Sold Out	468x60	completed	3/19/10	Banner, general Berkshires

2010 Media Schedule- continued

Berkshire Visitors Bureau

Media	Issue	Circ/impres/emails	Partners	Cost	Ad Size	Deadline	Art/Pmt due	Details
MAY								
Boston.com e-mail blast (Send #1)	5/5/10	75,000	6	Sold Out	2.5"X 1.25", image, 40 words + 3 links)	completed	3/31/10	Exclusive e-blast:image, text + link
Boston.com e-mail blast (Send #2)	5/12/10	75,000	6	\$377	2.5"X 1.25", image, 40 words + 3 links)	CANCELLED	4/7/10	Exclusive e-blast:image, text + link
ABA Insider e-newsletter	5/10/10	13,000	3	Sold Out	1.5" x 1", image, 20 words + link	completed	4/19/10	1/3 page (1.75" w x 10" h)
NY Times, Sunday-Manhattan	5/2/10	217,747	12	\$728	image, website + bonus	CANCELLED	4/16/10	7.65" w x 15.75" h B&W . Bonus = BVB home page + NY e-blast
			24	\$150	name + website			
NY Times, Sunday-Westchester/CT	5/9/10	166,397	12	\$936	image, website + bonus	CANCELLED	4/23/10	7.65" w x 15.75" h B&W . Bonus = BVB home page
			24	\$150	name + website			
NY Times, Sunday-Manhattan	5/16/10	217,747	12	\$728	image, website + bonus	CANCELLED	4/30/10	7.65" w x 15.75" h B&W . Bonus = BVB home page
			24	\$150	name + website			
NY Times, Sunday-Westchester/CT	5/30/10	166,397	12	\$936	image, website + bonus	completed	5/14/10	7.65" w x 15.75" h B&W . Bonus = BVB home page
			24	\$150	name + website			
NY Times, T Traveler Magazine	5/23/10	1.45 million	12	\$2,750	image, website + bonus	CANCELLED	3/25/10	Full page 4 color bleed. Bonus = BVB home page + feature in May & June e-news
Travel & Leisure Magazine	May	268,000	9	Sold Out	image, website + bonus	completed	2/9/10	Full page, 4 color spread. Bonus = BVB home page + NY/NewEngland e-blasts
			13	Sold Out	name + website			
Yankee Travel Guide to NE	May/June	350,000	24	Sold Out	2" x 2"	completed	2/23/10	2 page, 4 color spread
Northeastern Group Tour Magazine	Summer	15,000	9	Sold Out	2.25" x 1.5"	completed		3/4 page + editorial
Discover the Berkshires, e-news	5/12/10	60,000	5	\$135	468x60	completed	5/7/10	Banner, Summer Preview
SUMMER CRM Eblast to BVB leads								
Metro NY	5/26/10	12,830	5	Sold Out	image, headline, 60 words, three links	completed	5/19/10	Summer in the Berkshires of Western Massachusetts
Boston	5/26/10	6,950	5	\$400		completed	5/19/10	
CT & RI	5/26/10	3,850	5	Sold Out		completed	5/19/10	
Albany	5/26/10	1,000	5	Sold Out		completed	5/19/10	
Message on Hold- BVB	May-Jul	30,000	6	Sold Out	20 sec	completed	1 week prior	50 words, 20 second voice over
Discover the Berkshires Lure Brochure	May-Oct	30,000	64	\$269	culture/adventure image+ 30 words +website	completed	5/7/2010	2010 4-color Lure Brochure
			24	\$112	lodging name,phone, address,website			
JUNE								
NewYorkTimes.com e-mail blast	6/9/10	411,000	12	Sold Out	2.5"X 1.25", image, 40 words + link	completed	5/19/10	Exclusive e-blast:image, text + link
Boston.com e-mail blast (Send #1)	6/2/10	75,000	6	Sold Out	2.5"X 1.25", image, 40 words + 3 links	completed	4/28/10	Exclusive e-blast:image, text + link
Boston.com e-mail blast (Send #2)	6/16/10	75,000	6	Sold Out	2.5"X 1.25", image, 40 words + 3 links	completed	5/12/10	Exclusive e-blast:image, text + link

2010 Media Schedule- continued

Berkshire Visitors Bureau

Media	Issue	Circ/impres/emails	Partners	Cost	Ad Size	Deadline	Art/Pmt due	Details
NY Times Sunday-Manhattan	6/13/10	217,747	12	\$728	image, website + bonus	completed	5/28/10	
			24	\$150	name + website			
Discover the Berkshires, e-news	6/9/10	60,000	5	\$135	468x60	completed	6/4/10	Banner, Arts
JULY								
Group Away	Summer	16,000	8	\$397	3.5" x 2"	CANCELLED	5/10/10	Full page, 4C + e-newsletter
Discover the Berkshires, July e-news	6/30/10	60,000	5	\$135	468x60	completed	6/25/10	Banner, waterways
SUMMER II CRM Eblast to BVB leads								
Metro NY	7/21/10	12,830	5	\$500	image, headline, 60 words, three links	7/7/10	7/14/10	
Boston	7/21/10	6,950	5	\$400		7/7/10	7/14/10	
CT & RI	7/21/10	3,850	5	\$300		7/7/10	7/14/10	
Albany	7/21/10	1,000	5	\$100		7/7/10	7/14/10	
AUGUST								
Northeastern Group Tour Magazine	Fall/Aug	15,000	9	Sold Out	2.25" x 1.5"		5/7/10	3/4 page + editorial
Discover the Berkshires, e-news	8/11/10	60,000	5	\$135	468x60	ongoing	8/6/10	Banner, Indian Summer
Ticket to Ride, e-news for groups	8/25/10	4,000	4	Sold Out			8/18/10	Banner, pre NTA
Message on Hold- BVB	Aug-Oct	30,000	6	Sold Out	20 sec		1 week prior	50 words, 20 second voice over
SEPTEMBER								
NewYorkTimes.com e-mail blast	9/1/10	411,000	12	\$1,213	2.5"X 1.25", image, 40 words + link	8/4/10	8/11/10	Exclusive e-blast:image, text + link
Boston.com e-mail blast (Send #1)	9/1/10	75,000	6	Sold Out	2.5"X 1.25", image, 40 words + 3 links		7/28/10	Exclusive e-blast:image, text + link
Boston.com e-mail blast (Send #2)	9/8/10	75,000	6	\$377	2.5"X 1.25", image, 40 words + 3 links	7/28/10	8/4/10	Exclusive e-blast:image, text + link
ABA Insider e-newsletter	9/13/10	13,000	3	\$166	1.5" x 1", image, 20 words + link	8/16/10	8/23/10	1/3 page (1.75"w x 10"h)
NY Times, T Traveler Magazine	9/26/10	1.45 million	12	\$2,750	image, website + bonus	CANCELLED	7/29/10	Full page 4 color bleed. Bonus = BVB home page + feature in May & June e-news
Meetings East Magazine	Sept	22,046	6	\$583	2.5" x 2.5"	7/29/2010	7/29/2010	Full page, 4C
Discover the Berkshires, e-news	9/15/10	60,000	5	\$135	468x60	ongoing	9/10/10	Banner, Foliage
FALL CRM Eblast to BVB leads								
Metro NY	9/27/10	12,830	5	\$500	image, headline, 60 words, three links	9/15/10	9/22/10	
Boston	9/27/10	6,950	5	\$400		9/15/10	9/22/10	
CT & RI	9/27/10	3,850	5	\$300		9/15/10	9/22/10	
Albany	9/27/10	1,000	5	\$100		9/15/10	9/22/10	
OCTOBER								
Travel & Leisure Magazine	Oct	268,000	10	\$1,248	image, website + bonus name + website	7/29/2010	7/29/2010	2 page, 4 color spread. Bonus = BVB home page + NY/NewEngland e-blasts
			15	\$200				
Group Away	Fall	16,000	8	\$397	3.5" x 2"	8/2/10	8/9/10	Full page, 4C + e-newsletter
Courier Magazine- NTA Convention	Oct	6,000	6	Sold Out	2" x 2"		7/21/10	1/2 page + editorial
ABA Insider e-newsletter	10/11/10	13,000	3	\$166	1.5" x 1", image, 20 words + link	9/13/2010	9/20/2010	1/3 page (1.75"w x 10"h)
Discover the Berkshires, e-news	10/6/10	60,000	5	\$135	468x60	ongoing	10/1/10	Banner, Food

2010 Media Schedule- continued

Berkshire Visitors Bureau

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NOVEMBER								
Acuweather.com	11/1-11/14	500,000	6	\$1079/ 2 wks	image, copy + link	CANCELLED	10/11/10	Rotating banner with link
Northeastern Group Tour Magazine	Winter/Nov	15,000	9	\$370	2.25" x 1.5"	7/30/10	8/6/10	3/4 page + editorial
ABA Insider e-newsletter	11/8/10	13,000	3	BONUS	tbd	N/A	10/18/2010	1/3 page (1.75"w x 10"h)
Discover the Berkshires, e-news	11/10/10	60,000	5	\$135	468x60	ongoing	11/5/10	Banner, Holidays
Ticket to Ride, e-news for groups	11/24/10	4,000	4	Sold Out	468x60		11/17/10	Banner, pre ABA
HOLIDAY CRM Eblast to BVB leads								
Metro NY	11/30/10	12,830	5	\$500	image, headline, 60 words, three links	11/16/10	11/23/10	
Boston	11/30/10	6,950	5	\$400		11/16/10	11/23/10	
CT & RI	11/30/10	3,850	5	\$300		11/16/10	11/23/10	
Albany	11/30/10	1,000	5	\$100		11/16/10	11/23/10	
Message on Hold- BVB	Nov-Jan	30,000	6	Sold Out	20 sec		1 week prior	50 words, 20 second voice over
DECEMBER								
Acuweather.com	12/6-12/19	500,000	6	\$1079/ 2 wks	image, copy + link	CANCELLED	11/15/10	Rotating banner with link
Discover the Berkshires, e-news	12/8/10	60,000	5	\$135	468x60	ongoing	12/3/10	Banner, Shopping