

2010 Insertion Order

To reserve your ad placements please follow these simple steps:

1. Review the details of the opportunities on the schedule above
2. Make an X next to your choices below to reserve your spot
3. Sign this insertion order and fax to (413) 743-4560.



MEMBER ADVERTISER INFORMATION:

Business: _____

Phone Number: _____

Contact Person: _____

E-mail Address: _____

I hereby request that the Berkshire Visitors Bureau reserve the following ad placements for my business. I agree to pay for all ads at the rates set forth below by the payment deadline. I agree to supply the materials due by the dates indicated below. I have read the terms and conditions below and accept them.

Authorized Signature _____

Check below to reserve	Media	Issue	Cost	Final Materials & Payment due	Design Specs
JANUARY					
	Acuweather.com (Albany, Metro NY)	1/18-1/31	\$1079/ 2 wks	CANCELLED	4.5"x1.5" image + 20 words
	Discover the Berkshires, e news	1/13/10	\$135	completed	468x60 pix
	WINTER CRM Eblast to BVB leads				
	Metro NY	1/27/10	\$500	completed	photo, headline, 60 words & three links
	Boston	1/27/10	\$400	completed	
	CT & RI	1/27/10	\$300	completed	
	Albany	1/27/10	\$100	completed	
	Message on Hold- BVB	Feb-Apr	Sold Out	completed	50 words, 20 sec voice over
FEBRUARY					
	Acuweather.com (Albany, Metro NY)	2/1-2/14	\$1079/ 2 wks	CANCELLED	4.5"x1.5" image + 20 words
	ABA Insider e-newsletter	2/1/10	Sold Out	completed	1.5" x 1" image, 20 words + link
	Discover the Berkshires, e news	2/10/10	\$135	completed	468x60 pix
	Northeastern Group Tour Magazine	Spring/Feb	Sold Out	completed	2.25"w x 1.5"h
MARCH					
	Meetings East Magazine	March	Sold Out	completed	2.5" x 2.5"
	ABA Insider e-newsletter	3/1/10	Sold Out	completed	1.5" x 1" image, 20 words + link
	Discover the Berkshires, e-news	3/10/10	\$135	completed	468x60 pix
	Ticket to Ride, e-news for groups	3/24/10	Sold Out	completed	468x60 pix

Reserve	Media	Issue	Cost	Materials/Pay Due	Specs
MAR (Continued)	SPRING CRM Eblast to BVB leads				
	Metro NY	3/31/10	Sold Out	completed	Image, headline, 60 words, three links
	Boston	3/31/10	\$400	completed	
	CT & RI	3/31/10	\$300	completed	
	Albany	3/31/10	\$100	completed	
APRIL					
	Group Away	Spring/Apr	Sold Out	completed	3.5"w x 2"h
	ABA Insider e-newsletter	4/12/10	Sold Out	completed	1.5" x 1" image, 20 words + link
	Discover the Berkshires, e-news	4/14/10	\$135	completed	468x60 pix
MAY					
	Boston.com e-mail blast (Send #1)	5/5/10	Sold Out	completed	2.5" x 1.25", image, 40 words + link
	Boston.com e-mail blast (Send #2)	5/12/10	\$377	CANCELLED	2.5" x 1.25", image, 40 words + link
	ABA Insider e-newsletter	5/10/10	Sold Out	completed	1.5" x 1" image, 20 words + link
	NY Times, Sunday-Manhattan	5/2/10	\$728	CANCELLED	Image, website + bonus
			\$150		Name + website
	NY Times, Sunday-Westchester/CT	5/9/10	\$936	CANCELLED	Image, website + bonus
			\$150		Name + website
	NY Times, Sunday-Manhattan	5/16/10	\$728	CANCELLED	Image, website + bonus
			\$150		Name + website
	NY Times, Sunday-Westchester/CT	5/30/10	Sold Out	completed	Image, website + bonus
			Sold Out		Name + website
	NY Times, T Traveler Magazine	5/23/10	\$2,750	CANCELLED	Image, website + bonus
	Travel & Leisure Magazine	May	Sold Out	completed	Image, website + bonus
			Sold Out	completed	Image, website + bonus
	Yankee Travel Guide to NE	May/Jun	Sold Out	completed	2" x 2"
	Northeastern Group Tour Magazine	Summer	Sold Out		2.25"w x 1.5"h
	Discover the Berkshires, e-news	5/12/10	\$135	completed	468x60 pix
	SUMMER CRM Eblast to BVB leads				
	Metro NY	5/26/10	Sold Out	completed	Image, headline, 60 words, three links
	Boston	5/26/10	Sold Out	completed	
	CT & RI	5/26/10	Sold Out	completed	
	Albany	5/26/10	Sold Out	completed	
	Message on Hold- BVB	May-Jul	Sold Out	completed	50 words, 20 sec voice over
	Discover the Berkshires- Lure brochure	May-Oct	Sold Out	completed	Image+30 words+website

Reserve	Media	Issue	Cost	Materials/Pay Due	Specs
JUNE					
	NewYorkTimes.com e-mail blast	6/9/10	Sold Out	completed	2.5" x 1.25", image, 40 words + link
	Boston.com e-mail blast (Send #1)	6/2/10	Sold Out	completed	2.5" x 1.25", image, 40 words + link
	Boston.com e-mail blast (Send #2)	6/16/10	Sold Out	completed	2.5" x 1.25", image, 40 words + link
	NY Times Sunday-Manhattan	6/13/10	Sold Out	completed	image, website + bonus
			Sold Out		Name + website
	Discover the Berkshires, e-news	6/9/10	Sold Out	completed	468x60 pix
JULY					
	Group Away	Summer	\$397	CANCELLED	3.5"w x 2"h
	Discover the Berkshires, July e-news	6/30/10	\$135	6/25/10	468x60 pix
	SUMMER II CRM Eblast to BVB leads				
	Metro NY	7/21/10	\$500	7/14/10	image, headline, 60 words, three links
	Boston	7/21/10	\$400	7/14/10	
	CT & RI	7/21/10	\$300	7/14/10	
	Albany	7/21/10	\$100	7/14/10	
AUGUST					
	Northeastern Group Tour Magazine	Fall/Aug	Sold Out	5/7/10	2.25"w x 1.5"h
	Message on Hold- BVB	Aug-Oct	Sold Out	1 week prior	50 words, 20 sec voice over
	Discover the Berkshires, e-news	8/11/10	\$135	8/6/10	468x60 pix
	Ticket to Ride, e-news for groups	8/25/10	Sold Out	8/18/10	468x60 pix
SEPTEMBER					
	NewYorkTimes.com e-mail blast	9/1/10	\$1,213	8/11/10	2.5"x1.25", image, 40 words + link
	Boston.com e-mail blast (Send #1)	9/1/10	Sold Out	7/28/10	2.5"x1.25", image, 40 words + link
	Boston.com e-mail blast (Send #2)	9/8/10	\$377	8/4/10	2.5"x1.25", image, 40 words + link
	ABA Insider e-newsletter	9/13/10	\$166	8/23/10	1.5"x1", image, 20 words + link
	NY Times, T Traveler Magazine	9/26/10	\$2,750	CANCELLED	image, website + bonus
	Meetings East Magazine	Sept	\$583	7/29/2010	2.5" x 2.5"
	Discover the Berkshires, e-news	9/15/10	\$135	9/10/10	468x60
	FALL CRM Eblast to BVB leads				
	Metro NY	9/27/10	\$500	9/22/10	image, headline, 60 words, three links
	Boston	9/27/10	\$400	9/22/10	
	CT & RI	9/27/10	\$300	9/22/10	
	Albany	9/27/10	\$100	9/22/10	

Reserve	Media	Issue	Cost	Materials/Pay Due	Specs
OCTOBER					
	Travel & Leisure Magazine	Oct	\$1,248	7/29/2010	image, website + bonus
			\$200		Name + website
	Group Away	Fall	\$397	CANCELLED	3.5"w x 2"h
	Courier Magazine- NTA Convention	Oct	Sold Out	7/21/10	2" x 2"
	ABA Insider e-newsletter	10/11/10	\$166	9/20/2010	1.5"x1", image, 20 words + link
	Discover the Berkshires, e-news	10/6/10	\$135	10/1/10	468x60 pix
NOVEMBER					
	Acuweather.com	11/1-11/14	\$1079/ 2 wks	10/11/10	image, copy & link
	Northeastern Group Tour Magazine	Winter/Nov	\$370	8/6/10	2.25"w x 1.5"h
	ABA Insider e-newsletter	11/8/10	BONUS	10/18/2010	TBD
	Discover the Berkshires, e-news	11/10/10	\$135	11/5/10	468x60 pix
	Ticket to Ride, e-news for groups	11/24/10	Sold Out	11/17/10	468x60 pix
	HOLIDAY CRM Eblast to BVB leads				
	Metro NY	11/30/10	\$500	11/23/10	image, headline, 60 words, three links
	Boston	11/30/10	\$400	11/23/10	
	CT & RI	11/30/10	\$300	11/23/10	
	Albany	11/30/10	\$100	11/23/10	
	Message on Hold- BVB	Nov-Jan	Sold Out	1 week prior	50 words, 20 sec voice over
DECEMBER					
	Acuweather.com	12/6-12/19	\$1079/ 2 wks	11/15/10	image, copy & link
	Discover the Berkshires, e-news	12/8/10	\$135	12/3/10	468x60 pix

OTHER BVB		Issue	Cost	Deadlines	Specs
	Berkshires.org- tile advertising	monthly	\$99-\$225 mo	1 week prior	120 x 60 pix, static
	Berkshires.org- featured text ad	monthly	\$59 mo	1 week prior	35 Characters + link
	Berkshires.org-add photo to listings	yearly	\$99 yr	1 week prior	Image, 350 x 234 pix, 72 dpi
	Target Mail-insert brochure in guide	ongoing	\$0.22 piece	1 week prior	standard brochure size

TERMS & CONDITIONS: Advertiser is responsible for ensuring that files are prepared correctly. Advertisers assume all responsibility for the content of their advertisements, including all claims made. The Bureau reserves the right to refuse any advertising. Advertisers must be Bureau members with accounts in good standing.

Please fax all pages of this form to 413.743.4560, Questions? Please call Kara Thornton, Sales Rep. at 413 743-4500