

Berkshires.org Advertising



This contract authorizes the Berkshire Visitors Bureau (Bureau) to place an advertisement on www.berkshires.org for the cost indicated. Please return to the Berkshire Visitors Bureau, 3 Hoosac Street, Adams, MA 01220, fax 413-743-4560. You will be invoiced for the payment specified. Payment is due within thirty days of date on invoice. If payment is not received at that time, the Bureau will not display the ad on www.berkshires.org.

ADVERTISER INFORMATION

Business: _____

Contact: _____

Address: _____ Telephone: _____

_____ Email: _____

AD INFORMATION:

Tile Ad* URL Link: _____

Month(s) _____ Placement: _____

Cost per month \$ _____ x _____ Months = Total cost: \$ _____

Specifications: 1120 pixels wide x 60 pixels high at 72 dpi, RGB. gif or JPEG (or native Photoshop) file format no larger than 12K bytes. Ad must be static. No animation.

Featured Text Deal

Month(s) _____

Cost per month \$ _____ x _____ Months = Total cost: \$ _____

Specifications: No superlatives (e.g. "best" or "greatest"). No bold or capitals except as used in standard grammar. 35 Characters of copy including spaces (characters must be relatively evenly divided between two lines of copy): _____

PAYMENT: (Payment must be received prior to time ad is scheduled to be displayed)

Check _____ Credit card # _____ exp. _____ CVV _____

AUTHORIZED BY:

Signature

(Please Print Name & Title)

Kara Thornton, Member Marketing Manager
on behalf of the Berkshire Visitors Bureau

Submitting artwork: Email file to kthornton@berkshires.org.

We can refer you to several graphic designers who can design a tile ad at a reasonable cost.

All full year tile ad contracts will receive one free banner ad in our consumer newsletter and one Featured Text Deal.

*Up to six tile ads may appear on each page at any given time. No more than 12 ad slots will be sold on any page. Depending upon the number of ads sold, individual ads may appear at all times or appear alternately with each refresh. If more than six ads are sold for a page, ad will rotate among the five tile spaces per page at each refresh.

The advertiser is responsible for ensuring that files are prepared correctly. The Bureau reserves the right to refuse any advertising and shall not be held liable for damage if for any reason it fails to display an ad. Advertisers must be Bureau members in good standing, with all past due balances paid, otherwise your ad will not be displayed.