

CRM Program

"Special Berkshire Offerings" e blasts:

The Bureau's CRM program (customer relationship marketing) allows you to e-blast your message to thousands of consumers from our key destination market areas that have recently requested info regarding the Berkshires from the Bureau. You receive the email address of those who click through!

Each quarterly e-blast is limited to five participants and includes:

A 2" x 2" low res image, a five word headline, 60 words of editorial copy, three links to your website.



DMA(s) Circulations

- CT & RI 3,850 emails
- Metro MA 6,950 emails
- Metro NY 12,830 emails
- Albany, NY 1,000 emails

Business: _____ Contact Person: _____

Phone Number: _____ E-mail Address: _____

Months (choose all that apply. themes listed next to each month)

Jan 27 2010 (Winter)	<input type="checkbox"/> CT & RI (\$300)	<input type="checkbox"/> Metro MA (\$400)	<input type="checkbox"/> Metro NY (\$500)	<input type="checkbox"/> Albany, NY (\$100)
Mar 31 2010 (Spring)	<input type="checkbox"/> CT & RI (\$300)	<input type="checkbox"/> Metro MA (\$400)	<input type="checkbox"/> Metro NY (\$500)	<input type="checkbox"/> Albany, NY (\$100)
May 26 2010 (Summer)	<input type="checkbox"/> CT & RI (\$300)	<input type="checkbox"/> Metro MA (\$400)	<input type="checkbox"/> Metro NY (\$500)	<input type="checkbox"/> Albany, NY (\$100)
July 21 2010 (Summer II)	<input type="checkbox"/> CT & RI (\$300)	<input type="checkbox"/> Metro MA (\$400)	<input type="checkbox"/> Metro NY (\$500)	<input type="checkbox"/> Albany, NY (\$100)
Sep 27 2010 (Fall/harvest)	<input type="checkbox"/> CT & RI (\$300)	<input type="checkbox"/> Metro MA (\$400)	<input type="checkbox"/> Metro NY (\$500)	<input type="checkbox"/> Albany, NY (\$100)
Nov 30 2010 (HolidayTraditions)	<input type="checkbox"/> CT & RI (\$300)	<input type="checkbox"/> Metro MA (\$400)	<input type="checkbox"/> Metro NY (\$500)	<input type="checkbox"/> Albany, NY (\$100)

Total Cost: \$ _____

PAYMENT INFORMATION

Payment by: Check Credit Card # _____ exp _____ CVV _____

Submit image, text and links via email to kthornton@berkshires.org.
Contact Kara Thornton at (413)743-4500, if you have any additional questions.