



Advertise in the *Discover the Berkshires* e-newsletter

Reach over 60,000 opt-in subscribers who have requested monthly updates of what's new and happening in the Berkshires through a banner ad on this popular e-newsletter. Up to the minute content features the latest "Only in the Berkshires" webisode and details from monthly blogs covering visual and performing arts, dining, outdoor recreation, family activities and lifestyles of the region.

Cost: \$135 per e-newsletter

Deadlines: Reserve space last week of month preceding publication month.

Specs: 468 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.

ADVERTISER INFORMATION

Business: _____ Contact: _____

Address: _____ Telephone: _____

Email: _____ Date: _____

Banner URL Link: _____

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

- | | |
|---|--|
| <input type="checkbox"/> Jan (School Vacation Planning) | <input type="checkbox"/> July (Waterways) |
| <input type="checkbox"/> Feb (Winter Recreation) | <input type="checkbox"/> Aug (Indian Summer) |
| <input type="checkbox"/> Mar (History) | <input type="checkbox"/> Sept (Foliage) |
| <input type="checkbox"/> Apr (Biking/Hiking) | <input type="checkbox"/> Oct (Food) |
| <input type="checkbox"/> May (Summer Preview) | <input type="checkbox"/> Nov (Holidays) |
| <input type="checkbox"/> June (Arts) | <input type="checkbox"/> Dec (Shopping) |

Cost: \$135 X _____ insertions = Total cost: \$ _____

PAYMENT INFORMATION

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

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

The advertiser is responsible for ensuring that files are prepared correctly. We cannot edit your ad and we are not responsible if it does not run properly. The BVB reserves the right to refuse any advertising and shall not be held liable for damage if for any reason it fails to publish an ad. Advertisers must be Berkshire Visitors Bureau members in good standing, with all past due balances paid.