

### Drive Targeted Berkshire Travelers to Your Site & Venue

Reach travelers most likely to visit the Berkshires and drive them to your site while they are making their travel plans. **Berkshires.org** is where consumers go to plan their trip and to get information about region.

### #1 in Search Engine Rankings

An extremely popular planning tool for visitors, **Berkshires.org** comes up #1 when searching the "Berkshires." 83.4% of surveyed visitors heavily use **berkshires.org** and are more likely to research their trip on the internet than use any other type of resource.

### Quick and Easy Access

With only one click, visitors get quick and easy access to your website and we provide tracking reports of those clicking through.



### Audience

- 2.5 million visitors annually
- Median income: \$100,500
- Median age: 52
- Married: 80%
- Professional: 59%
- College educated: 55%



### Visitor Traffic

- 1.03 million unique visitors/year
- 4 million pages viewed/year
- 85,000 average visitors/mo
- 333,000 average pages viewed/mo

### Content

Reach the audience you most want by advertising on any of the pages below:

**Home Page:** Highest page visitation.

**Go:** Vital info about getting to the region and living here.

**Stay:** Over 200 accommodations listed.

**Do:** All Berkshires cultural, recreational, and entertainment activities.

**Dine:** Over 120 Berkshire restaurant choices.

**Events:** Comprehensive listings of all Berkshires events.

**Shop:** The best places to find the perfect gifts

**Renew:** Healthy living and relaxing spas.

**Discover the Berkshires Articles:** Culture, recreation, family activities & lifestyle articles.

**Video Gallery:** Highlighting unique gems of the region.

**Berkshire Bloggers:** Interesting blogs about the region.

**Berkfordable Values:** Lodging, dining, shopping, recreational deals and packages.

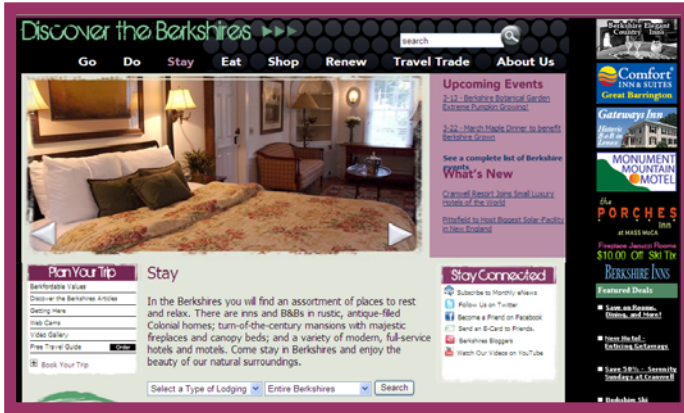
**Travel Trade:** All the information needed to plan meetings or group adventures.

**Weddings:** Wedding banquet facilities, accommodations, planners and services.

**Living Here:** Additional information about businesses in the Berkshires.



### Ad Options



#### Tile Ad

Size: 120 w x 60 h pixels  
72 dpi, RGB. gif or jpg file format.  
Ad must be static. No animation.

#### Featured Deal Text Ad

Size: 35 characters including spaces.  
Ad rotates through all pages on site.

All ads link to advertisers URL

### Ad Rates

TYPE OF AD	WEBPAGE	RATE
Tile	Homepage	\$225 month
Tile	Go	\$175 month
Tile	Do	\$175 month
Tile	Stay	\$175 month
Tile	Dine	\$99 month
Tile	Shop/Renew	\$99 month
Tile	Living Here	\$99 month
Tile	Events Calendar	\$99 month
Tile	Weddings	\$99 month
Tile	Meeting/Groups	\$99 month
Tile	Blogs	\$99 month
Tile	Videos	\$99 month
Tile	Berkfordable Values	\$99 month
Text Ad	Run of site	\$59 month

**Special rates and bonus packages available for multiple months and year long contracts.**

**Let us assist you in creating an online marketing presence that fits your business and budget.**