

Advertising Rates and Information

The Berkshire Beacon

Berkshire Hometown News First ~ Established 1999

P.O. Box 312, Lenox Dale, MA 01242-0312 Tel/Fax: (413) 637-2250

Town News, High School Sports, Local Events and Much More!



Website & Email Address

Visit us online at:

www.berkshirebeacon.com

OR

Email us at

george@berkshirebeacon.com

or email your Ad Rep

The Berkshire Beacon website will be interactive and contain news and information for the HEART of Berkshire County.

It will be part of our “value-added” commitment to our advertisers and readers.

Greetings and Welcome

This is our way of introducing ourselves as a new alternative weekly in Berkshire County and neighboring areas.

Our goal is to cover the news within the region and be an easy editorial read for the general public, while keeping our ad rates low, so that we may generate exposure for you—enabling your business to grow.

Our further goal is that advertisers like you will work with us to help produce the Best Weekly Newspaper in New England.

We would like to formulate a partnership with our subscribers and advertisers. Tell us what we can do to make it easy for you to advertise. We champion the cause “**Buy Local in the Berkshires!**”

We hope you’ll like our layout, and in time we hope to gain your respect and confidence, that money spent for subscriptions and advertising will make our collaboration with you a strong and viable media mix within our region.

Our staff will assist you in every way, from creating and designing ads to helping set you up in an economical advertising program. We offer spot and process color format. **Our telephone number: (413) 637-2250** will connect you to the right department.

Covering:

Great Barrington

Housatonic

Sheffield

Stockbridge

Lenox

Lee

Pittsfield

and Beyond!

The Berkshire Beacon

Advertising Rates

Open Rate \$10.00 per column inch
Newcomers Agreement \$8.00 per column inch
(Must run 4 consecutive issues, 4 column inch ad minimum, prepayment only)

YEARLY SPACE CONTRACTS

Retail and Classified Display

8 weeks \$9.50 pci
13 weeks \$8.75 pci
26 weeks \$8.00 pci
52 weeks \$7.00 pci

SPECIAL RATES

Legal Ads \$10.00 pci
Non-Profit \$8.75 pci
Political Ads \$10.00 pci (prepaid only)
Ad Agencies \$10.00 pci (net to newspaper)

COLOR RATES

Color Rates are in addition to normal black ink.

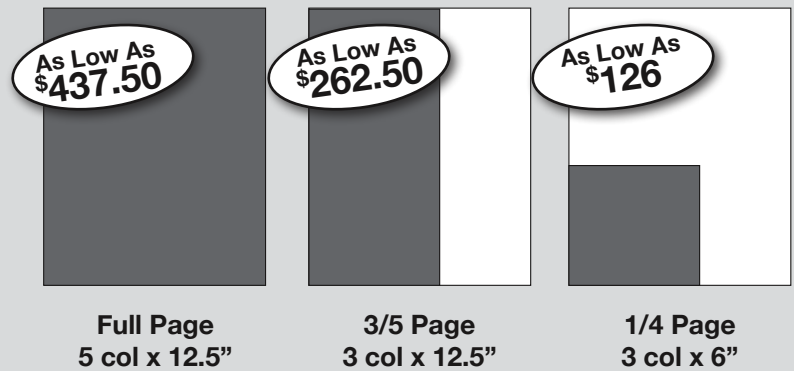
1 Color \$80.00
Process Color \$165.00

MEASUREMENTS

The Berkshire Beacon's ad page is 5 columns in width by 12.5 inches in height.

1 column = 1.95" 4 column = 8.36"
2 column = 4.08" 5 column = 10.5"
3 column = 6.23"

JUST A COUPLE OF EXAMPLES:



*Prices above are with a 52-week yearly contract.

ADDED VALUE PROGRAMS

⇒ 8 week yearly space contract	1 Free Spot Color	(\$80 Value)
⇒ 13 week yearly space contract	2 Free Spot Colors PLUS 5 Free Classifieds	(\$160 Value)
⇒ 26 week yearly space contract	1 Free Process Color on up to 1/4 page PLUS 10 Free Classifieds	(\$330 Value)
⇒ 52 week yearly space contract	1 Free Process Color on up to 1/2 page PLUS 15 Free Classifieds	(\$475 Value)

Here's My Card!

Display your business card for only \$25.00 per issue. Ad size 3 1/2" w x 2" h
By Contract Only - Camera Ready

ADVERTISING POLICIES

A. The Berkshire Beacon reserves the right to withdraw or restrict credit privileges for any reason, including poor payment history.

B. All accounts must be prepaid until the accounting department has approved the credit application. Accounts are due and payable at the time of print. Interest will be charged at 1.5% per month on all balances over 30 days. Any balances over 60 days must prepay for future advertisements and have a written payment agreement with the business office until the account is even.

C. Page position is not guaranteed, however we will do our best to honor requests.

CLASSIFIED AD RATES

Personal Ads: \$4.00 for the first 10 words, 5 cents for each additional word.

Business Ads: \$5.00 for the first 10 words, 15 cents each additional word.

Automotive Vehicle Ads will run until you sell your vehicle:

Special Vehicle Rate: \$25.00 for 15 words, 25 cents for each additional word.

SERVICES

Inserts: We will distribute your advertising message in the form of an insert. Rates begin at \$85.00 per page, per thousand – full run only. (Inserts require special handling and will be billed accordingly.)

Tearsheets: Tearsheets will be mailed with your bill and/or delivered by your Ad Rep upon request.

Graphics: All graphic design work will be billed at a quoted hourly rate. We shall make every attempt to do minor revisions to make your ad special.

Ad Sizes and Rates

The Berkshire Sonata

Why is The Berkshire Sonata the Best Thing Since Sliced Bread?

It's not the bread, it's the music, the theater and the historic estates that create the feeling within The Berkshire Hills that comes alive each and every summer.

The Berkshire Sonata is the medium that bridges the gap between those living here year round and those visitors that come to partake of our natural beauty along with viewing the preservation estates (Ventfort Hall and The Mount), museums (Arrowhead & Rockwell), the music venues (Tanglewood, Colonial & the Mahaiwe Theater), theaters (Berkshire Theatre Festival & Williamstown Theater). Also Jacob's Pillow!

The Sonata is the medium of message of welcome to see and experience each of the 32 cities and towns in Berkshire County. Our writers are pro-Berkshires with one goal: To help make your visit a wonderful and memorable experience.

Our advertisers not only work in their respective trades, they are your neighbors and they welcome you to relax and enjoy The Berkshire Hills setting.

The Sonata personnel are here to serve you. Your experience is very important to us as members of the Berkshire Community. We look forward to your comments and the interaction as we share together those special events from the novice player/entertainer to the professional artist.

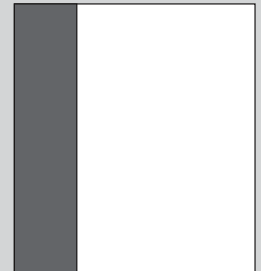
This is truly our goal to share in your enjoyment. We are only the medium. It is your voice as a reader that counts and it is your voice that we carry back to our advertisers that helps them bring to you their respective service and products. A happy customer is a good customer.

Welcome to The Berkshire Hills. May your days of enjoyment turn to wonderful memories to be shared with family and friends. Each chamber of commerce representative throughout The Berkshires looks forward to welcoming you to their town.

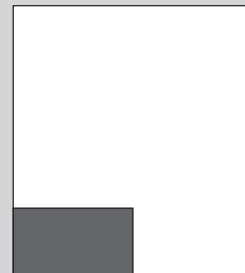
Together in partnership we can share a piece of bread and the enjoyment and pleasures of all the arts and theater that we have come to expect. —George C. Jordan III, Editor & Publisher



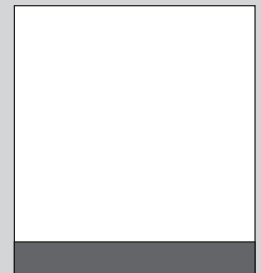
1/2 Horizontal



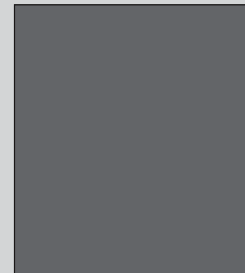
1/4 Vertical



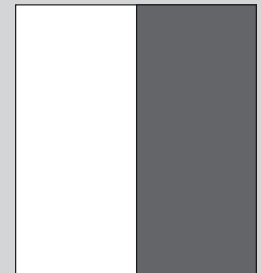
1/8 Regular



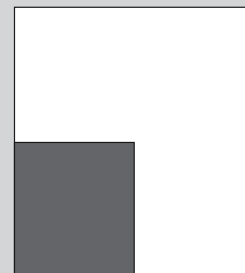
1/8 Horizontal



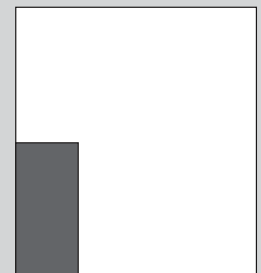
Full Page



1/2 Vertical



1/4 Regular



1/8 Vertical

BERKSHIRE SONATA RATES

	Open Rate: 1 ad	5 ads	10 ads
Full Page 10.5"w x 10"h	\$480	\$2400/yr	\$4800/yr
1/2 Page 5.125"w x 10"h (vertical) 10.5"w x 4.875"h (horizontal)	\$240	\$1200/yr	\$2400/yr
1/4 Page 2.473"w x 10"h (vertical) 5.125"w x 4.875"h (regular)	\$120	\$600/yr	\$1200/yr
1/8 Page 2.473"w x 4.875"h (vertical) 5.125"w x 2.3125"h (regular) 10.5w x 1.0625"h (horizontal)	\$60	\$300/yr	\$600/yr

**NOTE: INQUIRE ABOUT OUR
FREQUENCY DISCOUNT!**

COLOR RATES

Color Rates are in addition to normal black ink.

1 Color	\$80.00
Process Color	\$165.00



The Berkshire Sonata

ARTS & ENTERTAINMENT • ADVERTISER DIRECTORY • DINING GUIDE • AREA MAPS



Laurel Lake, MA



Arbe Barel's Artist



Michelle Ortgiesen, Artist



Mt. Greylock, MA

Music • Art • Entertainment • Recreation • Lodging • Dining • Events
For the Berkshire Region