

TERMS & CONDITIONS

TERMS OF PAYMENT. Payment in full is required by the 25th of the month following billing. A 1.5% monthly service charge subsequently will be assessed. Insertions orders containing disclaimers are not accepted and agencies are responsible for payment of invoices for advertising placed by them on their behalf or on behalf of their clients.

OWNERSHIP OF ADS. The Berkshire Record retains all rights of ownership in and to all advertisements designed or created by the Record. You, the advertiser, grant to the Record a non-exclusive license to publish all camera-ready advertisements you provide to us. The Record is not obligated to return ads and ad materials to you, and we are not responsible for any damage or loss to any ads, copy, drawings, art or any other materials you provide.

RECORD'S RIGHTS REGARDING COPY. The Record reserves the right to revise, alter or reject any advertisement for any reason, or to omit ads without notice, but no change in advertising copy will be made without your prior consent. We have the right to cancel any ad, even if it was originally acknowledged and accepted for publication.

PAYMENT. You, the advertiser, guarantee that you are solvent and that the amount due from you and your advertising agency, if any, will be paid in full. Both you and the advertising agency are responsible for the entire amount owed, and the Record may look to either or both of you to collect the entire debt. In the event of a filing by or against you or your advertising agency of a Petition under the Bankruptcy Code, the Record may, in addition to collecting all amounts due, discontinue your ads, demand advance payment, or terminate all agreements with you.

RATES. The Record reserves the right to revise rates, terms and specifications contained in the current rate cards upon 30 days' written notice to contract advertisers. Forwarding of an order by the advertiser is construed as acceptance of all rates and conditions under which advertising space is at the time sold by the Berkshire Record. Failure to make the rate or conditions correspond with the rate card effective when advertising is published shall be regarded only as a clerical error and publication is made and is to be paid upon the terms of the schedule in force without further notification. All rates are cash except where credit has been approved in writing by the Record. Until credit is established, all advertising will be billed and paid at the open rate until a lower rate is earned. You or your advertising agency shall designate the width in column and exact depth in inches, and we agree to publish and bill the ad for the exact space published. Advertising ordered "by necessary" (vary the size to fit) cannot be accepted.

LIABILITY OF THE PUBLISHER. The Record is not liable for any omission of an ad or portion of an ad. Nor is the Record responsible for orders, cancellations or corrections given by telephone, telegraph or e-mail. Also, we are not liable for any error in a published ad unless you request an advertising proof in writing, you clearly mark any error in the advertising proof for corrections, and we are notified of the error before publication. The Record is not liable for any general, special or consequential damages. The Record's sole liability will be to give full credit when the error completely destroys the effectiveness of the ad, and partial credit when the effectiveness of the ad is reduced. However, we will be liable for only one incorrect insertion. To qualify for a credit, please submit a claim for an error to your sales representative within ten (10) days from the date of publication of the ad.

LEGAL OBLIGATIONS OF THE ADVERTISER. You agree to release the Record from any and all costs, claims, damages or liability resulting from publication of any ad copy you submit. You guarantee that any copy you submit is truthful and in compliance with all copyright laws and all other applicable laws and regulations. You agree to indemnify the Record for all expenses we may incur to enforce collection of any amount due under our agreement. You also agree to pay for all attorneys' fees and court costs we incur at any time in such collection.

APPLICATION OF DISCOUNTS. You, the advertiser, or your agency must enter into a contract for a specified discount rate. No open contracts are accepted. Minimum contract must be in effect to earn any discount. Discounts are earned on one plan only and are billed at the contract rate. You may revise the contract upward to take advantage of higher discounts. You are protected against rate changes for term of contract unless rates are revised. You will be given 30 days' advance notice in writing for any revised rates. Advertisers not fulfilling terms of contract will be rebilled at the lowest rate earned. No contracts will be backdated beyond 30 days. All contracts are dated from the first of the month.

BERKSHIRE RECORD

Display Advertising Rate Card
2012-13

BERKSHIRE RECORD

Southern Berkshire County's Source For News & Information

The Berkshire Record publishes local news and features — news about government, the arts, home & garden, health, sports, business, education, real estate, seniors — and commentary.

REACH: The Record effectively delivers advertising to potential customers. Berkshire County's most affluent, educated and engaged buyers turn to the Record to make their purchasing decisions.

FREQUENCY: The Record's affordable advertising rates make it possible to run large ads multiple times. *A quarter page ad run four times is far more effective than a full page ad run once.*

DESIGN: Effective advertisements have four basic components: *Graphic Element, Headline, Copy and Logo.* The graphic element grabs the readers' attention. Your ad should have a distinctive but consistent look. The headline should inspire curiosity. The copy should motivate readers to buy. Your logo identifies your business.

COLOR: The use of color can make your ad even more effective.

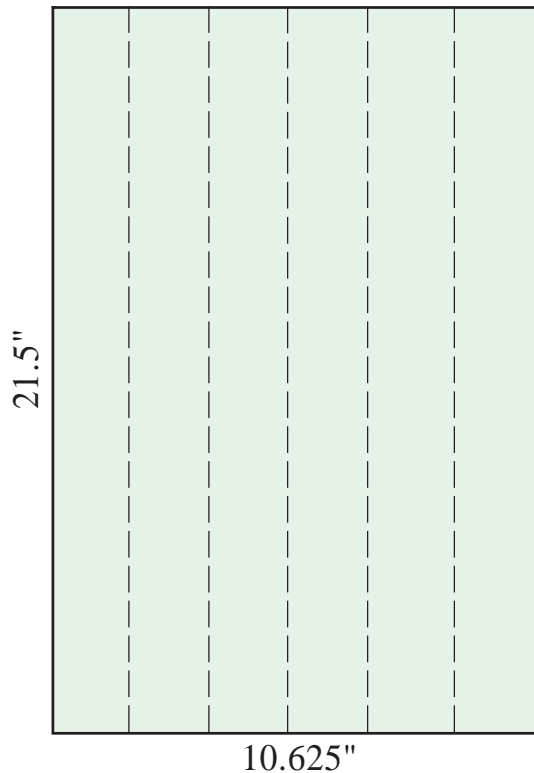
CO-OP ADVERTISING: Advertising that the manufacturer and the retailer mutually fund to sell a branded product or service. The Record can help you uncover every Co-Op dollar available to you.

PRODUCTION SERVICES: The Record can help you develop new advertising ideas and custom eye-catching ads to your specifications.

MARKET RESEARCH: Ask your Record advertising representative for information on consumer behavior and lifestyle that will help you target your customers.

PHYSICAL DIMENSIONS

The Berkshire Record uses a standard 6 column by 21.5" layout. Each column measures 1.632" wide. Below are sample ad dimensions and corresponding sizes that may be used for reference.



SAMPLE SIZES / RATES

- Eighth Page 3.431"w by 8"h\$224
- Quarter Page 5.229"w by 10.5"h\$441
- Half Page 10.625"w by 10.5"h.....\$910
- Full Page 10.625"w by 10.5"h.....\$1700
- Banner (Front Page) 10"w by 2"h.....\$850

* All rates quoted are based on black and white ads. For color ads, please add an additional \$350 per insertion.

INSERTS

Cost Per Thousand.....\$60
 Folded size should not exceed 10" by 11".

DISPLAY ADVERTISING

Standard Size: SAU 6 column by 21.5"-129" total inches.

The deadline for all ad materials is 3 p.m., Tuesday before that Friday's edition.

ANNUAL RATES

Contract Size in Column Inches

Open	\$14.00
32.5"	\$13.60
63"	\$13.20
129"	\$12.80
250"	\$12.20
500"	\$11.60
750"	\$11.10
1,200"	\$10.70
1,600"	\$10.20
3,510"	\$9.60
5,265"	\$9.10
6,500"	\$8.60

BANNER ADS

The Record now offers advertisers the ability to place banner ads on the front of the specific sections. For more information, contact your sales representative today.

FULL COLOR ADS

All ROP net color charges are on a per insertion basis.....\$350

CONTACT US

There are several ways in which to contact the Record's advertising dept.

Telephone.....413-528-5380 x. 31
 Fax.....413-528-9449
 Email.....berkads@bcn.net

Mailing Address:

P.O. Box 868, Great Barrington, MA 01230

Physical Address:

21 Elm St. Great Barrington, MA 01230