EDITORIAL CALENDAR

The Berkshire Record publishes special advertising sections throughout the year. Deadline and publication dates may change. For more information, contact your sales representative for more info.

Mo.	Section	Deadline	Published
Jan	Perspectives	1/15	Last Week
Feb	Bridal	2/15	Last Week
March	Spring Home Imp.	3/15	Last Week
	Best	3/1	Last Week
April	Summer Home Imp.	4/15	Last Week
May	Summer Guide I	5/1	Last Week
June	Graduation	6/1	Last Week
July	Summer Guide II	6/10	Last Week
	Citizen of the Year	6/1	Last Week
Sept.	Lee Founders Wkd	9/1	Third Week
	Lenox Apple Squeeze	9/1	Third Week
	Fall Home Improv.	9/1	Last Week
Oct.	Valiant Volunteers	10/1	Third Week
	Winter Home Improv.	10/1	Last Week
Nov.	Holiday Gift Card	11/1	Last Week
Dec.	Holiday Gift Guide	12/1	Last Week

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.

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.

BERKSHIRE RECORD

Display Advertising Rate Card
2016-17

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.

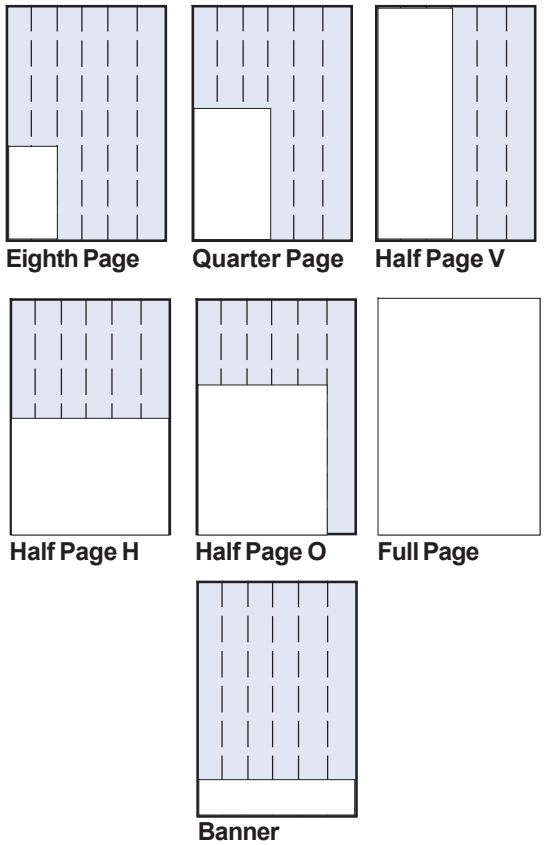
CO-OP ADVERTISING: Advertising that the manufacturer and the retailer mutually fund to sell a branded product or service. The Record can help you uncover every Co-Op dollar available to you.

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 ad dimensions and 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 21.25"h.....$1700

Banner 10.625"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.....$65

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

STICKY NOTES

Sticky Notes measure 3" by 3" and are stuck to the front page of the paper. Requires at least a two (2) week lead time for sticker artwork to be produced and printed.

Minimum run of 10,000.....$750

FULL COLOR ADS

Charges are on a per insertion basis.....$350

CONTACT

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