

Our BerkshireTimes™

THE POWER OF PRINT
PLUS THE WEB

MAGAZINE

2019 - 2020 Publication & Special Feature Schedule

Distribution locations are restocked monthly | See our website for full specifications

ISSUE	AD RESERVATION DUE DATE	GRAPHIC DUE DATE	EDITORIAL DUE DATE	SPECIALS (ask about our bonuses) IN ADDITION TO OUR REGULAR CONTENT
Fall / Winter 2019 mid-Oct - mid-Mar	Sept 1	Sept 5	Aug 15	Buy Local Gift Guide
Spring 2020 mid-Mar - mid-June	Feb 15	Feb 20	Jan 15	Food & Drink
Summer 2020 mid-June - mid-Sept	May 15	May 20	April 15	Art, Culture & Entertainment
Fall / Winter 2020 mid-Sept - mid-Mar	Aug 15	Aug 20	July 15	Buy Local Gift Guide

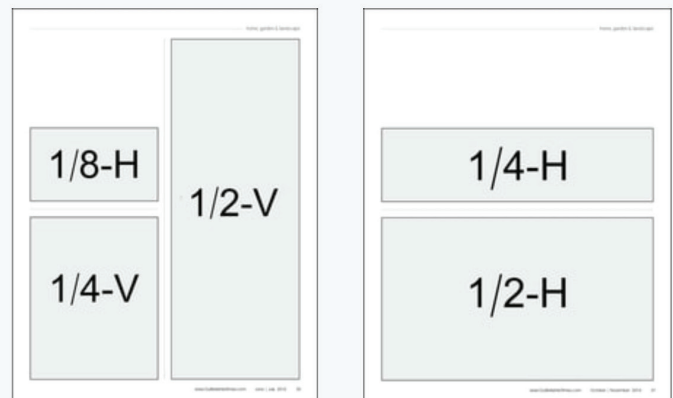
Each issue of Our BerkshireTimes Magazine (OBT) is printed on premium satin 80# Forest Stewardship Council certified environmentally-friendly paper with soy ink and satin aqueous coating. We care about our environment as much as we care about the quality of our publication.

OBT is restocked monthly at key, high-traffic distribution locations throughout the entire Berkshire region of western Massachusetts and the surrounding area into northern Connecticut, and eastern New York.



Rave Reviews! Visit our website to see what people are saying.

Print Ad Size Chart



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2019 - 2020 Rate Card - *see our website for full specifications

DESCRIPTION	AD SIZE	1-ISSUE CONTRACT (see schedule below)	*3-ISSUE CONTRACT (1 year of advertising)	3-ISSUE SUBSCRIPTION (1 year of advertising)
Event Listing OR Logo	Event Listing (50 words) or 1" Logo (with website - in print and on our website)	\$75 pay by check credit card	\$70 pay by check credit card	\$60 (6 payments of \$30 per month)
1/8 Page	3.5" x 2"	\$195 pay by check credit card	\$185 pay by check credit card	\$180 (6 payments of \$90 per month)
Product Spotlight	1 photo plus 50 words	\$275 pay by check credit card	\$265 pay by check credit card	\$250 (6 payments of \$125 per month)
1/4 Page	H - 7.375" x 2" V - 3.5" x 4.375"	\$460 pay by check credit card	\$445 pay by check credit card	\$420 (6 payments of \$210 per month)
1/4 + 1/4 Page (**nonadvertorial article only)	V - 3.5" x 4.375" (1/4-page display ad plus 175-word article)	\$460 pay by check credit card	\$445 pay by check credit card	\$420 (6 payments of \$210 per month)
1/2 Page	H - 7.375" x 4.375" V - 3.5" x 9.25"	\$795 pay by check credit card	\$750 pay by check credit card	\$720 (6 payments of \$360 per month)
1/2 + 1/2 Page (**advertorial article)	H - 7.375" x 4.375" V - 3.5" x 9.25" (1/2-page display ad plus 475-word article)	\$945 pay by check credit card	\$895 pay by check credit card	\$860 (6 payments of \$430 per month)
Full Page	8.625" x 11" (with bleed)	\$1295 pay by check credit card	\$1195 pay by check credit card	\$996 (6 payments of \$498 per month)
Back Cover	8.625" x 11" (with bleed)	\$1795 pay by check credit card	\$1595 pay by check credit card	\$1396 (6 payments of \$698 per month)
2-Page Spread (**advertorial article)	Any size ad above with or without editorial	\$2795 pay by check credit card	\$2595 pay by check credit card	\$2396 (6 payments of \$1198 per month)

** see our website for details

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