



The Berkshire Eagle

PRINT • ONLINE • SOCIAL



LOCAL MEDIA THAT WORKS FOR LOCAL BUSINESSES



We're not just in the Berkshires, we're of the Berkshires. Our award-winning journalism and long-standing community ties mean we know how to help businesses like yours connect with local customers in a meaningful way because we are a local business. No corporate buzzwords or clichés, just real connections and real results.

Whether you want to fill a room, make your brand recognizable or get people to your door, we help you speak directly to the people who matter most — your neighbors, your customers, your community.

NEWSPAPER READERSHIP



22,500 readers
of the print edition



25,000 readers
of Eagle e-Edition



1,300,000 views
on website per month

WHAT WE DO

The Berkshire Eagle has been telling the region's stories for more than 200 years. Known for award-winning reporting and thoughtful storytelling, it covers breaking news, politics, arts, culture and the everyday moments that shape community life.

SOCIAL FOLLOWERS



53,000
Facebook



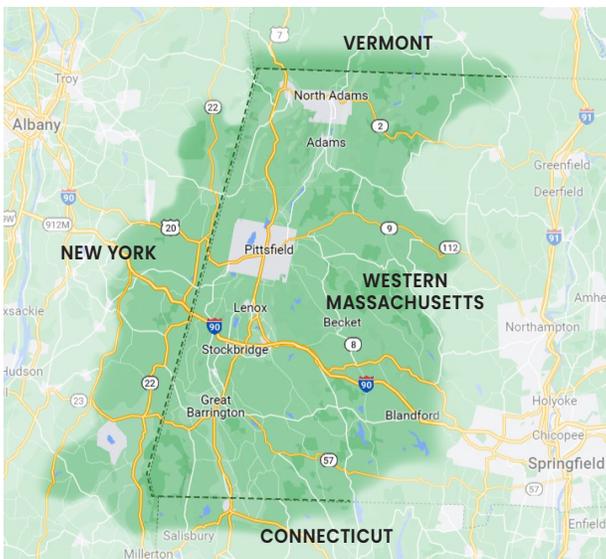
14,800
Instagram

OUR WEBSITE

Users (year)	State
1,473,000	Massachusetts
676,000	New York
221,000	Florida
213,000	Connecticut
207,000	Virginia
154,000	California

Available in print and online at BerkshireEagle.com, the Eagle blends tradition with innovation, delivering a morning paper to your doorstep and real-time updates to your phone.

The Eagle is deeply ingrained in the community: trusted, connected and committed to reporting with integrity while helping local voices and businesses thrive.





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PRINT AD SIZES AND RATES

The Berkshire Eagle

Front Page Anchor

HALF PAGE
Vertical
3 col (5.42") x 21"

1/4 PAGE
Vertical
3 col (5.42") x 10.25"

FULL PAGE
6 col (11") x 21"

1/8 PAGE
3 col x 5"

1/4 PAGE
Horizontal
6 col (11") x 5"

HALF PAGE
Horizontal
6 col (11") x 10.25"

Rate	Daily	Weekend
OPEN	\$38.35	\$43.05

FREQUENCY COMMITMENT

By contract only. Minimum ad size 3 column inches. Rate per column inch:

13 Cons.Weeks	Daily	Weekend
1 insertion weekly	\$28.70	\$32.05
2+ insertion weekly	\$27.70	\$30.55
26 Cons.Weeks	Daily	Weekend
1 insertion weekly	\$26.50	\$29.80
2+ insertion weekly	\$24.80	\$27.75
52 Cons.Weeks	Daily	Weekend
1 insertion weekly	\$23.95	\$26.70
2+ insertion weekly	\$22.95	\$25.55

FREQUENCY DISCOUNT

Display ads repeated with no copy changes within 6 publishing days are eligible. Does not apply to Saturday, which will be treated as first insertion. No other discounts apply.

- 1st Repeat Ad – 25% Off**
- 2nd–5th Repeat Ad – 50% Off**

FRONT PAGE AD POSITION

Anchor Ad	2 col x 5"	\$499.00
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SECTION FRONT AD POSITION

Starter	6 col x 3"	\$399.00
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Columns Widths

1	1.70"
2	3.56"
3	5.42"
4	7.28"
5	9.14"
6	11.00"

Double Truck – 23"W x 21"H



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DIGITAL ADVERTISING

Captivating ads are designed to entice and grab the attention of the web readers, thus prompting them to click your link and learn about your products and services. Target audience by age, gender, income and other demographics, plus geo area as well.

In addition to the main web sizes: 300x250, 300x600, 320x50, 728x90, 970x250 we have some new (and larger!) sizes and positions to increase your ad visibility.

REVEAL
1920x350 (800x146 on mobile)

BANNER
728x90, 970x90, 970x250
(320x50 on mobile)

ANCHOR
728x90 (320x50 on mobile)

BOX
300x250,
300x600

Make a bold statement with above-the-fold REVEAL AD placement! It appears above the page when the site loads.

Our BANNER AD placements have expanded to include additional room for messaging or creative.

Our BOX AD positions are versatile, serving on both desktop and mobile, in a variety of locations.

ANCHOR AD placements move with the reader, scrolling up and down the screen, giving 100% SOV within the position

REGULAR DISPLAY ADS

Target your audience while they are reading news online. Sizes: 300x250px and 728x90px

Rate \$15 CPM
(per 1,000 impressions)

EXCLUSIVE DISPLAY ADS

Only available at the BerkshireEagle.com website

Reveal Ad \$699/day
24 hr Sponsorship

Anchor Ad \$399/day
24 hr Sponsorship

Premium Display \$20 CPM
Run of site placement,
300x600px or 970x250px

**Exclusively at The Berkshire Eagle*



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SPONSORED CONTENT

What is sponsored content? Editorial style columns written on a topic of your choosing by our experienced writers and editors that enable you to make authentic connections, provide valued information, and help build a strong, committed customer relationships.

Reach an engaged audience of more than 1.7 Million in Berkshires and beyond.

MountainOne Insurance Reaches New Heights with Office Expansions

Sponsored Content

Empowering Pittsfield: AccessPlus Unleashes Fiber Broadband to the City

Sponsored Content

Multi-Platform Integrated Solution

Package rate: \$4,500

Digital content
Up to 700 words with 5 images
Duration: 30-days on BerkshireEagle.com

Social Media
1x social media push

Print
Up to full page of modified print content, published 1x on Saturday

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Let our professional writers and designers turn your company's offer into a sponsored content feature. This combined with an ad campaign tells your story in a modern way that looks and feels LIKE A NEWS ARTICLE.

**Exclusively at The Berkshire Eagle*

Multi-platform campaign provides information and conveys powerful messages that build POSITIVE RELATIONSHIPS between you and your consumer.

Empowering Pittsfield: AccessPlus Unleashes Fiber Broadband to the City

Sponsored Content

Multi-Platform Integrated Solution

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Social Media
1x social media push

Print
Up to full page of modified print content, published 1x on Saturday

MULTI-PLATFORM INTEGRATED SOLUTION

Package rate: \$4,500

Digital content

Up to 700 words with 5 images
Duration: 30-days on BerkshireEagle.com

Social Media

1x social media push

Print

Up to full page of modified print content, published 1x on Saturday

ENHANCED UPGRADE OPTIONS

Rate: \$399

- Social Media Push
- Print Publication (modified content)
- Enhanced Newsletter Promotion

THE SHOPPER'S GUIDE

Rate: \$1,500

Up to full page of modified print content, published 1x