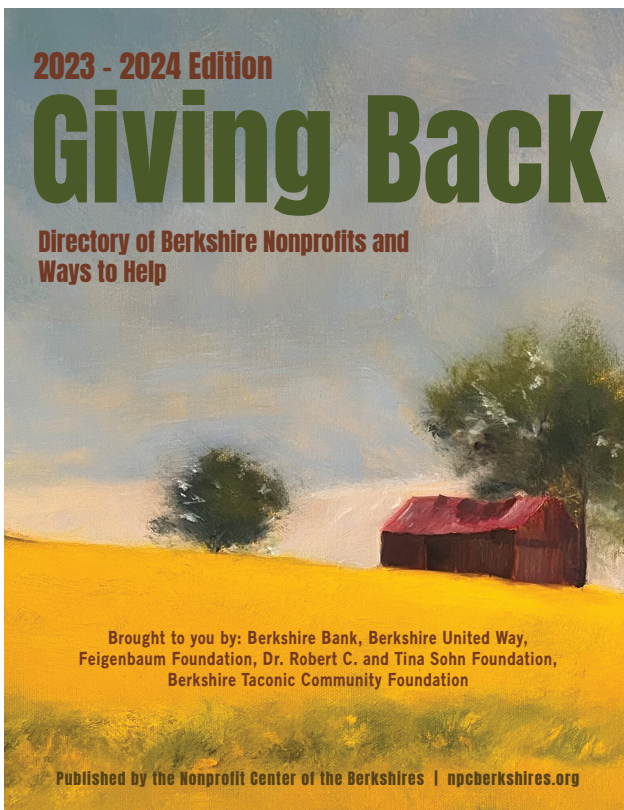


## Raise Awareness for Your Business! Advertise in the Giving Back Guide

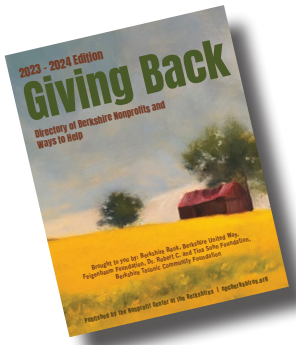


- The “Giving Back” guide is designed to connect nonprofits to people who would like to get more involved or donate (Target audience is residents, 2nd homeowners, retirees, seniors, people who just moved here).
- It features a **directory of over 1,000 nonprofits in the Berkshires**, 100 profiles of nonprofits, articles about volunteering and ads from supportive organizations.
- **14,000 copies are distributed FREE** throughout Berkshire County via the *Berkshire Eagle* and through the mail, with additional copies dropped off at schools, libraries, businesses, coffee shops, popular locations like Guido’s, real estate offices, financial services firms, & chambers of commerce.
- **ADVERTISERS:** As our partners, YOU make it possible to print and distribute 15,000 free copies in total. It comes out in October and it’s a keeper! People refer to it time and again. They love the beautiful design, the glossy color pages, and the “Magazine” size.

### SOME EXAMPLES OF HOW THE GUIDE IS USED

- Giving Circles pool their money to donate and use the “Giving Back” Guide to identify nonprofits to give to.
- Elder Services of Berkshire County uses the Guide to place Federally-funded senior employees in non-profit organizations.
- Schools and Camps use the guide to facilitate community service and after school projects for students.
- Individuals read the guide from cover to cover and become engaged.

“While replenishing the (Giving Guide) stock at Haven, a gentleman was reaching for the last copy so I handed him one. I do believe that was James Taylor!” - M.V.S.



# AD DEADLINES

Ad reservations, camera-ready artwork, and payments due:

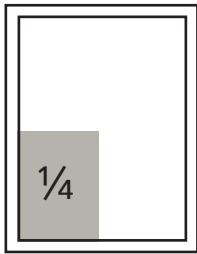
**AUGUST 4, 2023 by 5pm**

## "GIVING BACK" Guide:

Directory of  
Berkshire Nonprofits &  
Ways to Help

## AD SPECIFICATIONS:

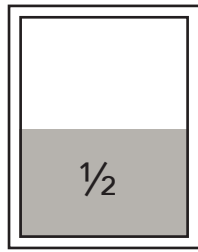
### 1/4 Page



4.75"h x 3.5"w

**\$350**

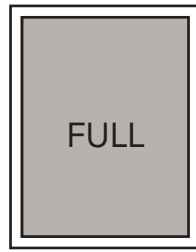
### 1/2 Page



4.75"h x  
7.3125 (7 5/16)"w

**\$650**

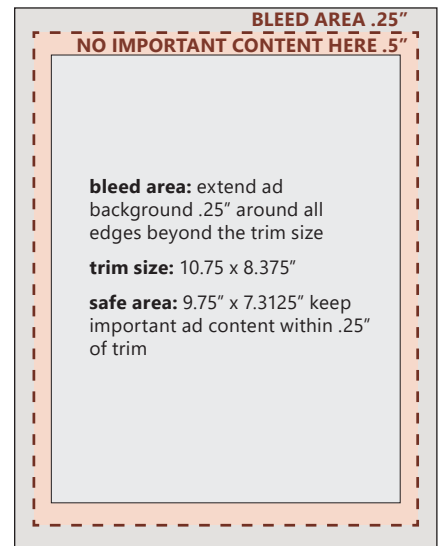
### Full Page (not cover ads)



9.75"h x  
7.3125 (7 5/16)"w

**\$1,000**

### Cover Ad Size



### COVER AD PRICES:

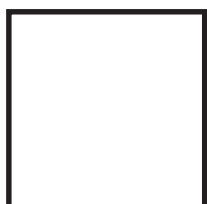
**\$1,500 - Inside front or back covers**

**\$2,500 - Back cover (outside)**

We can only accept camera-ready digital ad materials: press-optimized PDF files, saved at 300 dpi with all fonts embedded. We also accept high-quality jpg files. Black and white line art must be at least 800 dpi. All artwork must be at 100% size. **Photos and logos downloaded from websites are not acceptable, as the resolution is not high enough for print.**

"My husband and I use the Giving Back guide to keep track of our donations." -A.E. and P.P.

To reserve space, send artwork, or request an invoice, email [liana@npcberkshires.org](mailto:liana@npcberkshires.org).



Visit [npcberkshires.org](http://npcberkshires.org) to pay online or send check to:

Liana Toscanini  
186 Sandisfield Road  
Sandisfield, MA 01255

**COVER ADS** will appear in color. Size options:

1. **Full size:** 9.75"h x 7.3125"w.
2. **Full "bleed" size:** Please follow the below guidelines and use the diagram above for reference.
  - **Final trim size will be 10.75" high x 8.375 wide.**
  - Please extend ("bleed") the background an additional .25"
  - **Please keep all important content like text, borders, or images within the SAFE AREA** so they don't get inadvertently trimmed off or look uneven.
  - Submit your cover ad with **crop and bleed marks.**