

Tending the Commons

Your Guide to Giving and Receiving

2026

RATE CARD FOR
BERKSHIRE BUSINESSES

A Directory of Berkshire Nonprofits and the Businesses that Support Them

In the Berkshire Eagle · weekend edition, November 21
and the Eagle's Special Online Edition, December 1, 2026

We depend on one another

Nonprofits are an integral part of the Berkshire economy. They are the people your business depends upon. Their employees are your customers, they serve the people who sustain your business, and they support the places where you hire, invest and grow. They keep housing within reach, look after our elders, open doors for young people, and keep our downtowns lively. When the nonprofit sector struggles, the whole region feels it. When it thrives, the entire region thrives with it.

As we celebrate the Nonprofit Center's 10th Year Anniversary, we are releasing a new publication called **Tending the Commons — Your Guide to Giving and Receiving**. It is a shared asset, held by all, for the benefit of all. Advertising in it is an opportunity to promote your business to more than 20,000 residents across Berkshire County, and an investment in the civic infrastructure that makes the Berkshires a place where people choose to live, work and build a business.

What you are part of

80 pages

GLOSSY COVER

Every profile and every ad runs in full color, in front of readers who are deciding where to give and where to spend.

Nov 21

BERKSHIRE EAGLE, PAPER

Inserted in the weekend edition, the Saturday before Thanksgiving.

Dec 1

BERKSHIRE EAGLE, ONLINE

The digital edition goes live for year-end giving.

The Commons Exchange

DEC 1 · ZION LUTHERAN
CHURCH, PITTSFIELD

Nonprofits and businesses meet in person. Formerly the NPC Resource Fair.

20,000
COPIES
CIRCULATED

Hardcopies will be available for distribution and digital version is not fire-walled and will be visible all year.

For businesses: **advertise**

NEW FOR 2026

FULL PAGE

\$1,100

7.28" × 9.20"

Your whole page. The strongest way to say where you stand.



HALF PAGE

\$650

Vertical or horizontal

Room for a photo, your logo and real copy.



QUARTER PAGE

\$350

3.56" × 4.50"

A clear, readable presence at a modest price.



EIGHTH PAGE

\$200

3.56" × 2.175"

New this year. Eight cards share a page with businesses that care about the same things you do.



FULL COLOR, NO EXTRA CHARGE

Every ad runs in full color, bleed included. Placement is at the designer's discretion; sponsors hold the guaranteed positions.

DESIGN HELP IF YOU WANT IT

Tell us when you reserve and we can point you to a designer for a nominal fee of \$40/ad.

SEEN TWICE, KEPT ALL YEAR

In print on November 21 and in the digital edition from December 1. Hardcopies circulate throughout the year. Digital version is not fire-walled and visible all year.

Three new ways to take part this year

THE ½ PAGE CARD — \$200

Every budget has a place in this guide. Eight cards share a page with other businesses that care about the same things you do.

A TABLE FOR \$75

Take a full or half page and we will hold you a table at the Commons Exchange on Dec 1 for \$75 — half the full price of \$150 — so you can meet the organizations you support face to face.

JOIN NPC + AN ½ PAGE — \$350

New to the Nonprofit Center? Become a business supporter and take an ½ page card together for one bundled price — membership and your ad in one. A \$100 savings.

Artwork specifications

EVERY AD MUST BE

- › 300 dpi minimum resolution
- › CMYK color — not RGB
- › Sent as a PDF with all fonts embedded
- › Built to one of the trim sizes at right
- › Submitted by **October 21, 2026**

IF YOU NEED DESIGN HELP

- › Tell us when you reserve — we can point you to a designer for a nominal fee of \$40/ad.

STANDARD BOOKLET SIZES	WIDTH × HEIGHT	RATE
Full page with bleed	8.25" × 10.875"	\$1,100
Full page	7.28" × 9.200"	\$1,100
Half page — vertical	3.56" × 9.200"	\$650
Half page — horizontal	7.28" × 4.500"	\$650
Quarter page	3.56" × 4.500"	\$350
Eighth page (card)	3.56" × 2.175"	\$200
Membership + eighth page	3.56" × 2.175"	\$350

How to reserve your space

1 CHOOSE YOUR SIZE

Pick a size from the table above and decide whether you want a Commons Exchange table or design help.

2 RESERVE BY OCTOBER 21

Reserve online at
npcberkshires.org/tending-the-commons

3 SEND YOUR ARTWORK

Email your press-ready file to
TTC@npcberkshires.org by October 21.
You are billed by NPC Berkshires;
nothing is due at reservation.

Dates to note

Sept 16 – Oct 21	Reservations are open now. Please submit your nonprofit profiles, advertising and sponsorship now.
October 21	Everything closes. All reservations, all content and all artwork are due. Nothing can be added after this date.
Oct 26 – Nov 13	Design. Layout and proofing with the Berkshire Eagle design team.
November 21	Insertion. The booklet goes into the Berkshire Eagle, weekend edition.
December 1	Giving Tuesday. The digital edition carries the campaign into year-end giving, and the Commons Exchange brings us together in Pittsfield.

To reserve: <https://npcberkshires.org/tending-the-commons/>

Questions? Call or write us directly.

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