

Tending the Commons

Your Guide to Giving and Receiving

2026

RATE CARD FOR
BERKSHIRE NONPROFITS

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

Your organization is an integral part of the Berkshire economy. Your employees are customers, your programs hold housing within reach, look after our elders, open doors for young people and keep our downtowns lively. That work is easier to fund when people can see it plainly, next to the work of every other organization in the county.

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. A profile puts your mission in front of more than 20,000 Berkshire residents at the moment they are deciding where to give, and it is priced so that any organization can be in it.

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. Digital version is not fire-walled and visible all year.

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 nonprofits: tell your story

HALF-PAGE PROFILE

\$195

One flat price, whatever the size of your budget. A half page of the guide, in full color, yours to fill.

WHAT YOUR PROFILE SHARES

- › Your logo
- › A photograph of your work
- › Your mission statement
- › Programs and offerings
- › Key statistics
- › Ways to support you

We will send you a simple form to fill in.

Not yet an NPC member? Bundle membership with your profile and save \$100.

Membership carries year-round benefits, and your profile comes with it at one price.

Budget under \$200K

\$245

normally \$345
profile + membership

\$200K – \$750K

\$320

normally \$420
profile + membership

Above \$750K

\$395

normally \$495
profile + membership

Where your profile goes

IN PRINT • NOVEMBER 21

Inserted in the Berkshire Eagle weekend edition, the Saturday before Thanksgiving. 20,000 copies across the county.

ONLINE • DECEMBER 1

The digital edition goes live on Giving Tuesday and carries your profile through year-end giving and all year.

IN PERSON • DECEMBER 1

The Commons Exchange at Zion Lutheran Church, Pittsfield, where nonprofits and businesses meet face to face. (Formerly the NPC Resource Fair)

What to send us

SIX PIECES, DUE OCTOBER 21

- › **Your logo** — a PDF, EPS or PNG at 300 dpi. Please do not pull it from your website; it will not hold up in print.
- › **A photograph** — of your people or your work, 300 dpi, landscape if you have a choice.
- › **Your mission statement** — as you want it quoted.
- › **Programs and offerings** — what you actually do, in plain language.
- › **Key statistics** — two or three numbers that show impact.
- › **Ways to support you** — giving, volunteering, in-kind, board service.

GOOD TO KNOW

- › Every profile is the same size.
- › Profiles are laid out by our design team — there is nothing for you to design.
- › You will see a proof before it prints.
- › **Want more room than a half page?** Nonprofits may also take an ad at the rates on the business rate card.

How to reserve your profile

1 TELL US YOU ARE IN

Reserve at npcberkshires.org/tending-the-commons/, or call 413-251-0428. Decide then whether to bundle membership.

2 FILL IN THE FORM

We send a short form for your six pieces. Email anything oversized to TTC@npcberkshires.org.

3 APPROVE YOUR PROOF

We lay it out and send a proof between October 26 and November 13. You are billed by NPC Berkshires.

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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