

Tending the Commons

Your Guide to Giving and Receiving

2026

SPONSORSHIP
OPPORTUNITIES

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. 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. To sponsor it is to make the whole thing possible — and to have your name on the one publication the entire county keeps on the counter all year.

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.

Sponsor the guide

PRESENTING SPONSOR

\$5,000

ONE AVAILABLE

"Made possible by [Your Business]" on the front cover, with an exclusive full-page ad on the back. Your logo on the digital edition and in all promotion, and recognition in our press outreach and in our newsletter.

COMMUNITY CHAMPION

\$2,500

TWO AVAILABLE

Your logo in a prominent spot on the sponsor page, a full-page message on the inside front or inside back cover, your logo in all promotion, and recognition in our newsletter.

SUPPORTING SPONSOR

\$1,000

Your logo on the sponsor page, a half-page message, and your name on the digital edition.

COMMUNITY FRIEND

\$500

Your name on the sponsor page and in the digital edition — a simple, visible way for a smaller business to be counted alongside everyone else.

What each tier includes

BENEFIT	PRESENTING \$5,000	CHAMPION \$2,500	SUPPORTING \$1,000	FRIEND \$500
“Made possible by” on the front cover	•			
Exclusive full-page message, back cover	•			
Full-page message, inside front or back cover		•		
Half-page message			•	
Logo on the sponsor page	•	•	•	•
Name on the sponsor page				•
Logo on the digital edition	•	•	•	•
Name on the digital edition				•
Logo in promotion	all promotion	all promotion	social	social
Recognition in our press outreach	•	•	•	•
Recognition in our newsletter	•	•	•	•

Your sponsor message

IT IS YOUR PAGE

A full page for Presenting and Champion sponsors, a half page for Supporting — included at no extra charge.

WE CAN BUILD IT

Send a press-ready PDF, or send us your logo, photos and copy and our designer will build it for a nominal fee of \$40/ad

GUARANTEED POSITION

Sponsors hold the guaranteed positions in the guide — back cover, inside front, inside back — before any advertising is placed.

Sizes and 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	SPONSOR MESSAGE SIZES	WIDTH × HEIGHT
	Full page with bleed	8.25" × 10.875"
	Full page	7.28" × 9.200"
	Half page — horizontal	7.28" × 4.500"
	Half page — vertical	3.56" × 9.200"

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.