

Secure your 2024-2025 Guide Ad by Tuesday, February 13, 2024!

LOVE PITTSFIELD downtown & beyond 2024-2025 Guide Advertising Contract



Questions? Contact Arri, abetter@downtownpittsfield.com or 413-443-6501



You can also complete this form on our website, downtownpittsfield.com, under Membership.

Why Advertise in the LOVE PITTSFIELD downtown & beyond 2024-2025 Guide?

- **DISTRIBUTION:** 10,000 guides distributed county-wide in over 325 locations!

Brochure distribution locations include (but are not limited to) local information centers, cultural attractions and events, restaurants, offices, and retail stores. The guide is distributed to 95 hotels, inns, motels, and bed & breakfasts across Berkshire County.

- **ACCESS:** Interactive digital guide at downtownpittsfield.com

All Downtown Pittsfield, Inc. members will receive a hyperlink to their website in the digital guide. All ads featuring artwork will receive a second hyperlink as part of their advertisement.

- **REACH:** The digital guide will reach new audiences in the Berkshires and beyond through strategic advertising.
- **LONGEVITY:** Year-round exposure for your business or organization
- **RELEVANCE:** The guide is used by visitors and Berkshire County residents.



Selections (Please mark box with an X)	2024 Ads Available	Ad Size (w x h)	2024 Pricing Payments received on or before February 13, 2024
<input type="checkbox"/>	Back Cover*	3.5" x 8.5"	\$1500
<input type="checkbox"/>	Premium - Inside Front or Back Cover*	3.5" x 8.5"	\$1250
<input type="checkbox"/>	Full Page*	3.5" x 8.5"	\$1000
<input type="checkbox"/>	Half Page	3.5" x 4.125"	\$600
<input type="checkbox"/>	Quarter Page	3.5" x 2.0"	\$300
<input type="checkbox"/>	Enhanced Listing – Stand out with a description of your business!	Up to 20 words	\$75

*Full page bleed ads should be 4.25" x 9.25". Final trim size is 4" x 9".

Stand out for \$75 with an Enhanced Listing!

Add a maximum 20-word description of your business/organization to your basic guide listing!

Berkshire United Way
200 South St. | 413-442-6948 | berkshirereliefway.org
Berkshire United Way is Here For Good! We improve lives by mobilizing people and resources. Give. Volunteer. Advocate.

A basic listing is included in your paid Downtown Pittsfield, Inc. Membership for 2024 and includes your business name, address, phone number, and website.

Berkshire Family YMCA
292 North St. | 413-499-7650 | bfymca.org

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→ YOUR BASIC LISTING INFORMATION *(How it will appear in the Guide)*

Free with your paid Downtown Pittsfield, Inc. Membership for 2024.

Business Name: _____ Business Phone: _____

Business Address: _____ Business Website: _____

→ YOUR CONTACT INFORMATION *(How best to reach you about your listing/ad)*

Contact Name: _____ Contact Phone: _____

Contact Email: _____

→ YOUR ENHANCED LISTING *(Please provide up to 20 words that will be featured prominently in a box with your basic listing in the Guide)*

The Enhanced Listing is an additional paid feature for \$75. Please select in the chart on page 1 and submit appropriate payment.

☐ Please reuse last year's Enhanced Listing.

→ PAYMENT

Payment is due Tuesday, February 13, 2024. No ads will be reserved without payment (payment of Downtown Pittsfield, Inc. Membership Dues for 2024 AND payment for advertising in the Guide). No exceptions.

☐ I will pay online. (Online installments are available)*

☐ Check enclosed made payable to Downtown Pittsfield, Inc.*

*A quarterly payment option is available. Please contact the office if interested.

Mail this contract and payment if applicable to Downtown Pittsfield, Inc. 33 Dunham Mall, Suite 102. Pittsfield, MA 01201

→ DEADLINES

Tuesday, February 13, 2024 → All contracts and payments must be received by February 13, 2024.

Monday, March 11, 2024 → Final ads are due by March 11, 2024.

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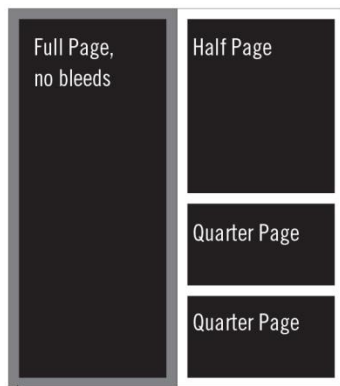


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→ AD/ARTWORK REQUIREMENTS

We accept only high resolution (300 dpi) electronic files, set to Press Quality PDF, fonts embedded, CMYK.

Send ad files and Enhanced Listings to kgritman@downtownpittsfield.com



▲ Full Page,
with bleeds

Ad	Ad Size (w x h)
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Enhanced Listing	Up to 20 words

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Please circle all that apply to your business.

Women Owned
BIPOC Owned
LGBTQ+ Owned
Veteran Owned
Dog Friendly

Stand out for \$75 with an Enhanced Listing!

Add a maximum 20-word description of your business/organization to your basic guide listing!

Example of an Enhanced Listing for \$75:

Berkshire United Way

200 South St. | 413-442-6948 | berkshireunitedway.org
Berkshire United Way is Here For Good! We improve lives by mobilizing people and resources. Give. Volunteer. Advocate.

Example of a Basic Listing:

Berkshire Family YMCA

292 North St. | 413-499-7650 | bfymca.org

→ SIGNATURE

Submission of this contract and payment authorizes Downtown Pittsfield, Inc. (DPI) to place an ad/listing in the *LOVE PITTSFIELD downtown & beyond* 2024-2025 Guide for the cost indicated. Payment is due at time of contract submission. If payment is not received by Tuesday, February 13, 2024, DPI reserves the right to remove the ad/listing from the Guide. Final ads are due on or before Monday, March 11, 2024. It is the responsibility of the member advertiser submitting this contract to design, create, and submit a final ad in the correct size and format by March 11, 2024. Advertisers assume all responsibility for the content of their listing/ads, including all claims made. DPI reserves the right to refuse any advertising.

SIGNATURE: _____

Please print name: _____

The *LOVE PITTSFIELD downtown & beyond* 2024-2025 Guide is a collaboration between Downtown Pittsfield, Inc. (DPI) and the City of Pittsfield's Office of Cultural Development.