



Our Towns: Alford • Egremont • Great Barrington • Monterey  
Mount Washington • New Marlborough • Otis • Sandisfield • Sheffield

February 2018

Dear Fellow Chamber Member,

Once again the Southern Berkshire Chamber of Commerce will publish its annual ***“Enjoy the Southern Berkshires!”*** Guide to Chamber Members.

This annual go-to resource provides residents, second homeowners, businesses and the thousands of visitors that come through the Berkshires each year with a listing of Chamber businesses and service providers, as well as information on where to stay, dine, shop and play.

We print 10,000 copies of ***“Enjoy the Southern Berkshires!”*** and make it available all year long at the Chamber Visitors Center and Member shops and businesses throughout the Berkshires. These guides are snapped up by visitors and residents alike, and referenced throughout the year.

All (and only) Chamber Members will be equally represented in ***“Enjoy the Southern Berkshires 2018-2019”*** with a free business listing under your primary Business Category, to include Business Name, Mailing Address, Phone Number, Email, Website, and a brief business description. **Please check and update your listing on the Southern Berkshire Chamber website, [southernberkshirechamber.com](http://southernberkshirechamber.com), by February 23rd** so we can be sure to publish your most updated contact information and business description. You can update your listing by clicking on **“Member Log-In.”** If you need assistance logging on, please call the Chamber Office at (413) 528-4284 and ask for Laurie Knowles.

Although your member listing is free, a colorful ad will make you stand out from the crowd, and helps make this important community resource possible. Information about advertising is attached. We offer various sizes to meet the needs of all size budgets. **The deadline for reserving ad space in *“Enjoy the Southern Berkshires 2018-2019”* is Friday, March 16th.** New this year - you can also list your business in more than one category for \$50 per additional category, in black type only. Please let the Chamber know if this is of interest to you.

For more information and to secure your ad space, please contact Maxine Carter-Lome at [maxineconsults@aol.com](mailto:maxineconsults@aol.com) or contact Betsy or Laurie in the Chamber Office at (413) 528-4284. We hope we can count on your support again this year! If we don't hear from you by February 19<sup>th</sup> we will give you a call.

Sincerely,

Maxine Carter-Lome  
Member, Southern Berkshire Chamber of Commerce



## ENJOY! THE SOUTHERN BERKSHIRES 2018-19 Annual Visitor's Guide/Map/Membership Directory

Advertiser/Contact \_\_\_\_\_

Business Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Size of Ad \_\_\_\_\_ Ad Cost \_\_\_\_\_ ☐ Full-color ☐ B&W

☐ Invoice Me

☐ Credit Card # \_\_\_\_\_ ☐ VISA ☐ M/C

Expiration Date \_\_\_\_\_ Code \_\_\_\_\_

Signature \_\_\_\_\_

### TERMS AND SPECIFICATIONS

#### Acceptable file formats:

We can only accept camera-ready digital ad materials: press-optimized PDF files, saved at 300 dpi with all colors converted to CMYK and 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.

#### Directory Ad Rates:

Full Page:	7.5" W x 10" H	\$1,000
Half Page:	7.5" W x 4.875" H	\$600
Quarter Page:	3.625" W x 4.875" H	\$425
Eighth Page:	3.625" W x 2.375" H	\$300
1" Strip:	3.625" W x 1" H	\$125
(1" Strip Ad Limited to Logo, Name and Website)		

#### Special Pull-Out Map Ad:

2.625" w x 1.5" H \$300

*This box is actual ad size*

No additional charge for color or full bleed.

**Upon request, Weathervane Enterprises can create a custom ad for any advertiser for an additional \$40 fee.**

For more information, contact Maxine Carter-Lome, [Maxineconsults@aol.com](mailto:Maxineconsults@aol.com), 413-329-6554.

#### Ad Deadlines:

**Space reservation deadline Friday, March 16, 2018**

**Artwork due: Friday, March 23, 2018**

Signed contract is required by March 16, 2018 to confirm your ad space.  
Payment and artwork is required by March 23, 2018 for ad to be included.

Southern Berkshire Chamber of Commerce

P.O. Box 810, Great Barrington, MA 01230 / Fax: 413-528-2200 / Email: [office.sberkchamber@gmail.com](mailto:office.sberkchamber@gmail.com)



Your Ad Here  
\$300

The image contains two maps of Berkshire County, Massachusetts.

The top map is a regional map of Berkshire County, showing major roads, towns, and exits. It includes a north arrow and a scale bar. The map shows the county's location relative to New York and Connecticut. Major roads like I-90, I-75, and I-20 are highlighted. Towns such as Great Barrington, Lenox, and Stockbridge are labeled. Exits for I-90 and I-75 are marked with numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

The bottom map is a detailed street map of Downtown Great Barrington. It shows the Chamber Business Office, Mahaiwe PAC, and other local landmarks. The map includes a north arrow and a scale bar. The map shows the downtown area with streets like Elm St, Railroad St, Church St, School St, and Bridge St. The Chamber Business Office is located at the intersection of Elm St and Railroad St. The Mahaiwe PAC is located at the intersection of Railroad St and Church St. The Chamber Visitor's Center is located at the intersection of Bridge St and School St. The Farmers Market is located at the intersection of School St and Bridge St. The Memorial Park is located at the intersection of Bridge St and School St. The GB Police is located at the intersection of Bridge St and School St. The map is labeled "Downtown Great Barrington" and "Maps not to scale".

# Center-Spread Area Advertising Map



*Enjoy!*  
The Southern  
Berkshires 2017-2018

southernberkshirechamber.com **Dine • Shop • Play • Stay • Live • Enjoy!** #shopeatspendberkshire



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