

BUSINESS MONDAY!

launches on

Berkshire
the edge

High visibility sponsorship opportunities available.

In 2014, *The Berkshire Edge* launched as a daily online newspaper with the mission to provide, regularly and in depth, content that truly reflects the life, interests and aspirations of this unusually rich and vibrant community. Our goal was also to create a forum where Berkshireites could freely engage in the exchange of information and ideas.

Eight years later, *The Edge* is deeply engaged in an ongoing dialogue with our community. Some 75 local writers explore our community from all perspectives. Our webinars invite readers to engage with experts on current topics. Readers respond with opinion pieces, letters to the editor and online comments. Our specialized sections—Calendar, Magazine, Real Estate and Weddings—bring readers and advertisers together in profitable partnerships centered around areas of particular interest. As a result, *The Edge* now attracts an average readership of some 110,000 unique visitors per month.

Integrate your business more deeply into the Berkshire business community.

We now bring our special brand of interactive engagement to the exploration of business in the Berkshires. Our intention is not simply to report the business news, but to explore the environment in which business takes place here. We will anticipate trends. We will have in-depth conversations with Berkshire business leaders and tease out the strategies and conditions that have brought them success. We will find out what motivates the adventurous entrepreneurs who represent the next generation of leaders. We will look at local business trends and special characteristics of the Berkshires commercial environment. We will treat non-profits as the businesses that they are and will look at the challenges they face to keep their organizations going. We will engage with local experts who will share their insights and expertise in regular columns. And we will again create a forum for collaboration and the exchange of ideas and information.

We don't simply report. We build community.

We want to engage with two different and compatible audiences: First, the people who operate businesses here and who want to learn from and share with each other. And, also, the full- and part-time residents who interact daily with local businesses and who would like to know more about the people, organizations, trends and pockets of expertise that create their local commercial environment.

We plan a combination of online features and live events.



theberkshireedge.com

Regular features of our online Business Monday! section will include:

- Weekly “Business Briefs”: news and announcements from local for-profit and non-profit businesses;
- “Local Legends”: What’s behind the success of Berkshire business leaders?;
- “Up and Coming”: Tracking new businesses and young entrepreneurs;
- “Non-Profit Business”: How non-profits run their businesses;
- “Berkshire Business Trends”: What’s coming around the corner that we need to know about;
- “Personal Finance”: What you need to know to manage your personal financial life;
- “What’s in the Stores?”: Highlights of retail offerings in stores around the region;
- “Capital Ideas”: Perspectives on investing;
- Letters to Business Monday where local businesspeople share business ideas, and;
- Articles, columns and opinion pieces by occasional writers who have interesting things to say.

We will also offer special live events to bring people and ideas together:

- Regular webinar conversations with special guests where viewers will be invited to participate in the conversation;
- An annual live, in-person colloquium where a panel of experts will analyze the Berkshires business environment.

We invite you to be a Sponsor/Advertiser of Business Monday. **Help us create this innovative approach to local business community-building.** At the same time, reinforce your media presence as a leader who cares about your local business community.

We offer you three levels of engagement:

Level One: LOCAL HERO (limited to 4)

- Ads in every possible position (top banner in constant rotation, center column, right column), which will appear on the home page and on every article page in the Business Monday section, 365 days of the year;
- Double-height ad on the weekly Business Monday newsletter sent for free to local businesspeople and Edge subscribers;
- Top sponsorship billing on Business Monday webinars and on webinar-related promotion materials, with the opportunity to welcome participants;
- Top sponsorship billing on annual live, in-person colloquium, including on all signage and promotional materials, 10 free tickets plus the opportunity to welcome guests from the podium.

Cost: \$1500 per month with a commitment of one year.

Level Two: LEADER (limited to 4)

- Top banner ad one week per month on the home page and on every article in the Business Monday section;
- Center column and right column ads, 365 days of the year, on the home page and on every article page in the Business Monday section.
- Ad on the weekly Business Monday newsletter to local businesspeople and Edge subscribers;
- Prominent billing on Business Monday webinars and on webinar-related promotion materials;
- Prominent billing on annual live, in-person colloquium, including on all signage and promotional materials, 7 free guest tickets.

Cost: \$1000 per month with a commitment of one year.

Level Three: SUPPORTER

- Discounted price for purchase from the rate card of center column and right column ads, which will appear on the home page and on every article page in the Business Monday section. Discount will depend on length of commitment: 7.5% discount for 3 months, 12% for 6 months, 18% for 12 months or more.
- Opportunity to purchase ad on the weekly Business Monday newsletter (only if online ad is also purchased.)

Rate card as follows (prices are per month):

Top banner ad \$600

Center column ad \$500

Right column ad \$400

Newsletter ad (available only if online ad is also purchased) \$75

For further information about joining this project, please contact:

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