

Now available on The Berkshire Edge

The Berkshire Edge now offers a variety of premium formats that can fit into our established ad slots.

Please consult your Edge advertising sales representative for price and placement availability,

OR EMAIL: advertise@theberkshireedge.com

TIER 1

INSTANT FACEBOOK, TWITTER OR INSTAGRAM AD

> right column ad only

As shown in this example for The Berkshire Edge, the Facebook Ad creates an ad from your public Facebook page. Once per hour, it pulls in the latest post from your Facebook feed, and displays the photo, caption and, as an option, comments and “like” information on the post. It only pulls in posts from the admin of the page, but will pull in comments by other users. The Twitter Ad and Instagram Ad also pull hourly from your public Twitter or Instagram feed, and offer all the same features as the Facebook Ad.

TIER 1

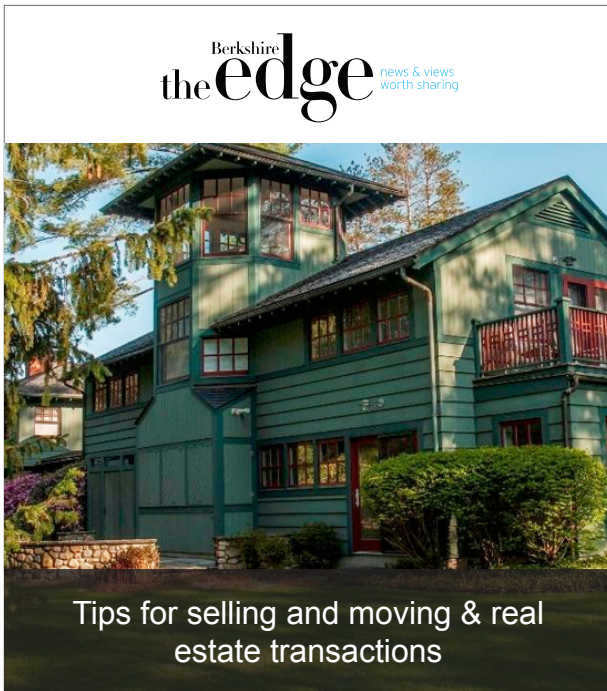
THE AMAZING CUBE

> right column ad only

Great for capturing attention, this ad displays six images and captions of your choosing in a rotating cube (on the latest browsers). The cube will accept any photo sizes, but square works best if you don't want any auto-cropping or sizing. Supports individual links per slide.



Image tumbles in a cube shape to display a new "side" Six images display total.



Side 1



Side 2



Side 3



Side 4



Side 5




Side 6


A total of six images combined with six pop-in messages (see slide 1)

To see these ads "live," please go to theberkshireedge.com/premium-ads

Front Door
REAL ESTATE




1 of 5 Next >

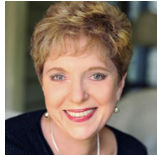


Marcie Setlow, Broker
Call at Front Door Real Estate
marcie.s@frontdoorrealty.com
413-000-0000

Front Door
REAL ESTATE



< Last 2 of 5 Next >



Marcie Setlow, Broker
Call at Front Door Real Estate
marcie.s@frontdoorrealty.com
413-000-0000

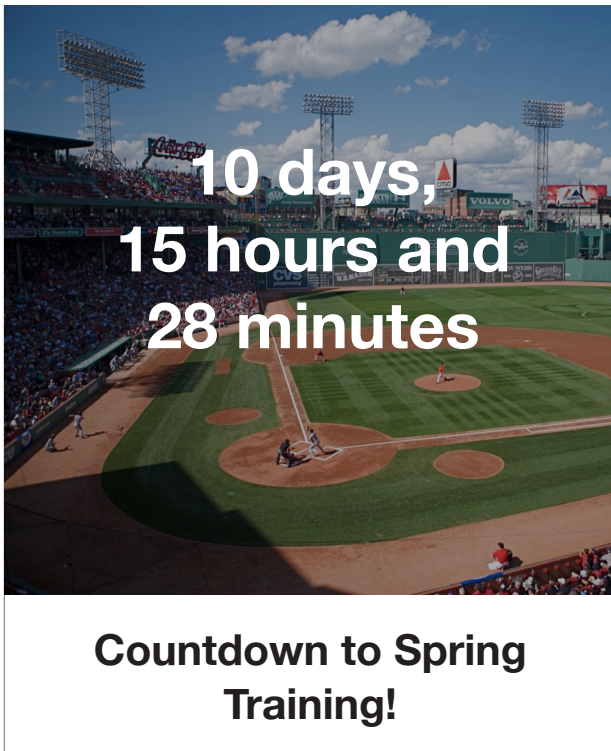
Click on "Next" to display a second image.

TIER 2

REAL ESTATE GALLERY

> right column ad only

An ad format specifically for real estate agent selling property (although it could be used for other purposes). It displays a real estate company logo, an agent's name, photo, and a place for images and details of their listing.



TIER 2

THE COUNTDOWN

> right column ad only

This ad counts down to a big event or the end of a sale. It displays a customizable and readable countdown, such as "7 days, 3 hours, and 10 minutes," which updates.

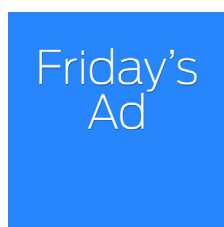
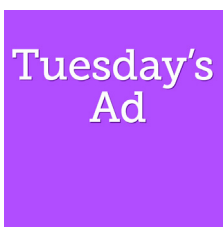


TIER 2

AD OF THE DAY

> right or center column ad

This ad allows you to specify different ads and links for different days of the week. You need to make sure all ads/slides are the same size.

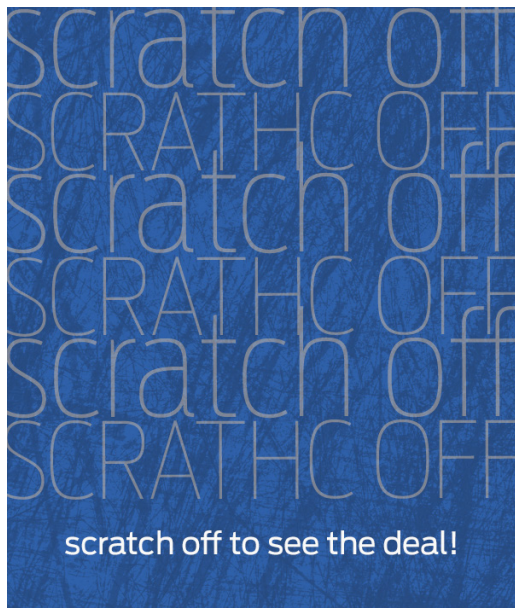


TIER 2

SCRATCHY SCRATCHY

> right or center column ad

Just like a lottery scratch-off! Specify a front image that can be scratched and an optional back image that will display underneath the scratched area. The front image reappears each time the page is refreshed.

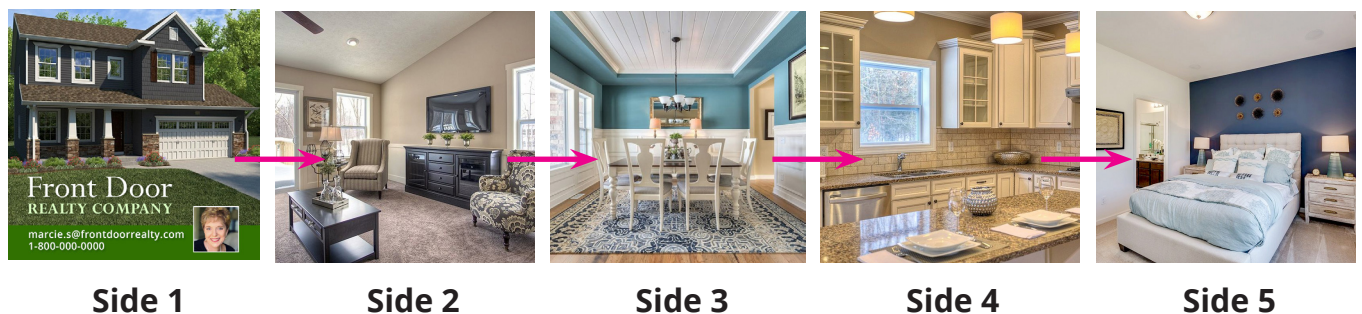


TIER 2

EASY AD SLIDESHOW

> right or center column ad

Create a slideshow of up to 5 different ads with a configurable time delay in-between slides.



To see these ads “live,” please go to theberkshireedge.com/premium-ads



< Ad as it appears on the page before expanding.

(just hover or click to expand ad)



< Ad expanded.

(include an action word or phrase like "click here," "learn more," or "plus")

TIER 2

EXPANDABLE FLYOUT AD

> **top banner, right or center column ad**

When hovered over, this ad will expand outward and display a second image in either the top, right, left, or bottom direction.



TIER 2

YOUTUBE™ AD

> **right column ad only**

This ads embeds a YouTube™ video in an advertisement with an optional message below the embedded video.

TIER 2

CLICK TO ENLARGE

➤ right column ad only

This ad displays an image and a “Click to Enlarge” call to action which will open the image in a new window. Useful for store and car dealership flyers and circulars



Displays full image at
300 times the original size



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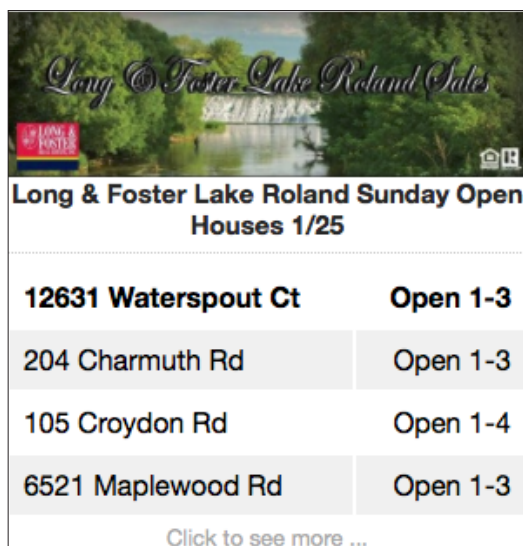


TIER 3

COUPON AD

> right column ad only

Create a cutout-style coupon with an optional image to promote a sale or event. When readers click on it, they will be taken to a mobile-friendly page where they can print the page or keep it handy on their mobile device.



Example #1 (e.g. Open Houses):

MOVIEHOUSE Showtimes		
Movie	Rating	Showtime
Frozen	G	1:00 PM
Toy Story 3	PG	3:00 PM
Inception	PG	5:00 PM
Click to see more ...		

Example #2 (e.g. Showtimes):

TIER 3

THE LISTING AD

> right or center column ad

This ad can list show times, event schedules, open house times, etc. Very flexible and available for many uses.



TIER 3

BEFORE AND AFTER AD

> right column ad only

This ad shows a before picture and an after picture. It can also accommodate a logo and additional text. Useful for contractors, landscapers, dentists, and anyone else who benefits from pictures that tell a story and deliver impact.



TIER 3

FLIPPER AD

> right or center column ad

This ad "flips" to reveal its other side when a cursor hovers over it.

Side 2