The Berkshire Edge

Fairview Heart Night @BerkshireSouth; artist Howard Crus @berkantenaeum; writers residencies @ArtsPittsfield #theberkshireedge

26 comments, 63 likes

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

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.

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

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.

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
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.

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

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.

**COUNTDOWN TO SPRING TRAINING!**

10 days, 15 hours and 28 minutes

**Monday’s Ad**

**AD OF THE DAY**

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.

**Tuesday’s Ad**

**Wednesday’s Ad**

**Thursday’s Ad**

**Friday’s Ad**

**Saturday’s Ad**

**Sunday’s Ad**

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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.

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

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.
PREMIUM AD FORMATS | TIER 2 available on The Berkshire Edge

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.

YOUR VIDEO HERE

TIER 2

YOUTUBE™ AD
› right column ad only

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

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

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.

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

SUN CONSTRUCTION, INC

Before

Free estimates, friendly customer service!

After

TIER 3

FLIPPER AD
› right or center column ad
This ad “flips” to reveal its other side when a curser hovers over it.

_Side 1

**Sargella’s fine dining**

**(HOVER HERE)**

_Side 2

**Sargella’s and dessert**

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