

## AD SIZES

**FULL PAGE**  
8.375" x 10.875"  
with .25" bleed

**HALF PAGE**  
7.375" x 4.8056"

**QUARTER PAGE**  
3.5556" x 4.8056"

# ADVERTISE TO A TARGETED **BERKSHIRE** AUDIENCE

*The Berkshire News* is a quarterly publication of the American Berkshire Association that will be mailed directly to hundreds of members of the ABA. All issues will be emailed to 3,000 subscribers and published on the ABA website for thousands more to see. The ABA team is eager and excited to partner with you for your advertising needs.

## 2025 EDITORIAL CALENDAR

ISSUE	AD DEADLINE	MAIL DATE	ONLINE DATE
FEBRUARY	JANUARY 10	FEBRUARY 5	FEBRUARY 9
150 <sup>th</sup> ISSUE	APRIL 5	MAY 15	MAY 18
AUGUST	JULY 9	AUGUST 6	AUGUST 10
NOVEMBER	OCTOBER 14	NOVEMBER 12	NOVEMBER 16

## ADVERTISEMENT RATES

PRIME POSITIONS	PRICE PER ISSUE	CONTRACT PRICE
INSIDE FRONT COVER	\$425	\$1,500 <i>save \$200</i>
BACK COVER	\$425	\$1,500 <i>save \$200</i>

PAGE SIZES	PRICE PER ISSUE	CONTRACT PRICE
FULL PAGE	\$350	\$1,250 <i>save \$150</i>
HALF PAGE	\$250	
QUARTER PAGE	\$125	

The American Berkshire Association offers FREE design services to help you create an advertisement that captures your business' brand.

Have an idea for an article, or event that would be perfect to have featured in *The Berkshire News*? We'd love to discuss! Email us to share your ideas.

