



Let's Get Started!

Need help finding advertising dollars

First of all, assume that co-op advertising dollars exist for every product you carry. With a list of your products and unique manufacturer identification numbers we will search for co-op dollars available to you.

**For more information talk to your Sales Representative
or
Or call our Co-op Coordinator (413) 496-6316**

The Berkshire Eagle is a proud member of the New England Newspapers Inc. family of newspapers located throughout Berkshire County and Southern Vermont

The Berkshire Eagle

North Adams Transcript

THE Advocate

Bennington Banner

Brattleboro Reformer

The Manchester Journal

Observer 

TOWN CRIER 

TOWN CRIER 

....Let us help!

The Berkshire Eagle

www.berkshireeagle.com

“Berkshire County’s Media Leader”

MediaNews Group 

Connecting consumers to information and advertisers to consumers

Let the Berkshire Eagle find available co-op advertising dollars for your business



What is Co-op Advertising?

The money is out there!

The Berkshire Eagle can help you find hidden advertising dollars to maximize the promotion of your business. Many manufacturers help pay for advertising that includes their products, and the Berkshire Eagle can help you find those dollars.

With co-op advertising dollars you can afford to jump ahead of the competition and keep your business top of mind with consumers. You can build a profitable relationship with your customers while The Berkshire Eagle finds the funds, develops effective marketing campaigns and creates spec ads that meet the manufacturers' requirements. We can even help simplify paperwork so reimbursements are easier to claim.

Promote your Major Events!

Expanding with a grand opening? Celebrating an anniversary? Planning a major sales event? Promote these special occasions with money that manufacturers have set aside for aggressive and successful businesses like yours.

Successful events make an impact by utilizing the brand equity and name recognition of key products that will pull customers into their business. And most brands have co-op dollars available that you can use in the pages and on the web site of The Berkshire Eagle every day! The Berkshire Eagle delivers the largest audience in Berkshire County – over 2.5 million audience potential each month!

Let Us Find Your Money!

The Berkshire Eagle can find out how much money is available to you by looking at a list of your products and manufacturers' unique identification numbers. Your co-op advertising dollar allowance is based on a percentage of your purchases in a given time frame designated by the manufacturer.

Co-op Advertising is a joint venture or partnership between a retailer and a manufacturer to promote a store and its product to consumers. Its easy, you include a manufacturer's products in your ad and that manufacturer pays a portion of the cost of your advertising.



How does Co-op Advertising help you?

- * Co-op advertising dollars are like money in the bank. They expand your promotional budget and allow you to increase the frequency of your advertising, which means increased store traffic and sales.



Why does Co-op Advertising work?

- * Co-op Advertising increases product movement, sales volume and profit margin for all participants
- * It's an important part of many retailers' advertising budgets, as it allows you to gain exposure and align your business with other quality companies.
- * Its efficient for manufacturers and distributors since it allows them to let the public know where to find their products. Then they can focus their internal efforts on other aspects of their business.



How does the Berkshire Eagle help?

- * We handle the co-op research for each brand you carry and can find how much money you have accrued .
- * We handle the tedious art approvals with the manufacturer, ensuring you get reimbursed for your advertising.
- * We take care of the paperwork for your reimbursement claims

