

**About our Nightlife Calendar:** (If the print appears 'garbled, simply REFRESH / RELOAD the page!)



• **VENUES:** Listing an event (or events) is **FREE** – simply [email](#) complete details as far in advance as possible.

ALL events **\*\*\*emailed\*\*\*** to us **in advance** are added to the TOP of the nightly listing, with a link to either a website or facebook page.

• **BANDS, MUSICIANS, DJs, etc** who have a 'block' on our site and faithfully email their upcoming events receive **FREE** promotion thru enhanced listings and graphic ads. What is the purpose of the blocks? We feel there is a wealth of true talent in the Berkshires ... that goes on unknowingly to many! Our site is a means to promote yourself for free. Also, with 35 bands regularly emailing their events, it makes OUR job of keeping up on the INCREDIBLE Nightlife Calendar that much easier! On some weekends we list over 100 events. We appreciate all the 'help' we can get!

▶ Would you like **FREE** promotion for YOUR talent? '[Join our Block](#)' – your *only obligation* is to help keep the Nightlife Calendar current by emailing us your upcoming events .... !!

▶ Of course, the more you are willing to promote the site – *which promotes your events* – the more we freely promote you!

**If you aren't interested in a block, [email](#) your events anyway! They will be placed at the TOP of the nightly listing, and seen by THOUSANDS each week.**

• **Events we research on our own are added to the lower half of the nightly listing, without links.**

• **ADVERTISING your business or event** with a graphic ad on the Nightlife Calendar starts at a only \$10 for thirty days (in the WHEEL), or \$20 for 30 days in the right sidebar column. A graphic ad placed in the MAIN column WITH the nightly listings is \$25/30 days. Graphic ads link to your website and will be seen by thousands & thousands each week. (*This page ranks VERY HIGH in search results for almost any common search term having to do with Berkshire County Nightlife!!!*)

▶ Graphic ads are placed in chronological (date) order – most recent events being closest to the top. All ads 'move up' with the passing of other events. When more than one event occurs on the same date, they appear in the order in which they were received.

▶ HIGHLIGHTS of upcoming events (front/TOP/center of our [Nightlife Calendar](#))– to have your event featured in this section for up to 30 days is only \$5. The text will link to the description or graphic ad for your event. Any event (text listing or graphic ad) can be highlighted in this area for \$5.

• **OTHER INFO:**

▶ We **ONLY** accept events and advertisements for our Nightlife Calendar that are **Berkshire County Nightlife related**. (We aim to 'keep it in the Berkshires' – and people aren't interested in buying shoes or remodeling their kitchen when they are searching for something to do!!) We list only events located in Berkshire County, or performed within driving distance by a Berkshire County band, musician, etc. **with a block on our site.**

▶ **We WILL NOT advertise: 'Drink Specials', 'Happy Hour', 'Free Drinks', 'Drinks as Prizes', '2 for 1 Drinks', or any other situation not allowed by MA State Laws.**

▶ If you have any questions or concerns, please feel free to drop us an email!

▶▶▶ (\*\*emai\*\* [lisa@theberkshires24-7.com](mailto:lisa@theberkshires24-7.com)).

▶ AND FEEL FREE TO POST ON THE NIGHTLIFE FACEBOOK PAGE AS WELL.

▶▶▶ **PLEASE DO NOT SEND YOUR CORRESPONDENCE TO THE WEBMASTER'S PERSONAL FACEBOOK PAGE. IT WILL GET LOST / BURIED AND WILL NOT BE POSTED.**

**(IMAGE BELOW ILLUSTRATES DIFFERENT 'SECTIONS' OF THE NIGHTLIFE CALENDAR THAT ARE MENTIONED ABOVE.)**

