

# Pre-Print Information

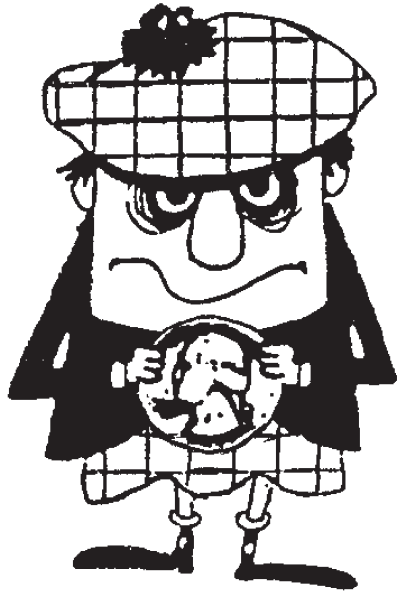
Your pre-printed advertisements can be inserted in the Shopper's Guide and ran in any or all zip's you choose. See map on reverse side for zip code breakdowns.

Rates Starting As Low As...

**\$45** PER M

\$45 Minimum Charge on Quantities Less Than 1,000

*"We Do It Better... and For Less!"*



Give Us A Call At...

**616 642-9411**

*For More Information!*

## Advertising Rates

Effective May 1st, 2019

1-col. 1.625" • 2-col. 3.375" • 3-col. 5.125" • 4-col. 6.875"  
5-col. 8.625" • 6-col. 10.375"

2" to 10" – \$8.40 per inch

|     |         |
|-----|---------|
| 1"  | \$8.40  |
| 2"  | \$16.80 |
| 3"  | \$25.20 |
| 4"  | \$33.60 |
| 5"  | \$42.00 |
| 6"  | \$50.40 |
| 7"  | \$58.80 |
| 8"  | \$67.20 |
| 9"  | \$75.60 |
| 10" | \$84.00 |

11" to 23" – \$8.10 per inch

|     |          |
|-----|----------|
| 11" | \$89.10  |
| 12" | \$97.20  |
| 13" | \$105.30 |
| 14" | \$113.40 |
| 15" | \$121.50 |
| 16" | \$129.60 |
| 17" | \$137.70 |
| 18" | \$145.80 |
| 19" | \$153.90 |
| 20" | \$162.00 |
| 21" | \$170.10 |
| 22" | \$178.20 |
| 23" | \$186.30 |

24" to 47" – \$7.65 per inch

|     |          |
|-----|----------|
| 24" | \$183.60 |
| 25" | \$191.25 |
| 26" | \$198.90 |
| 27" | \$206.55 |
| 28" | \$214.20 |
| 29" | \$221.85 |
| 30" | \$229.50 |
| 31" | \$237.15 |
| 32" | \$244.80 |
| 33" | \$252.45 |
| 34" | \$260.10 |
| 35" | \$267.75 |
| 36" | \$275.40 |
| 37" | \$283.05 |
| 38" | \$290.70 |
| 39" | \$298.35 |
| 40" | \$306.00 |
| 41" | \$313.65 |
| 42" | \$321.30 |
| 43" | \$328.95 |
| 44" | \$336.60 |
| 45" | \$344.25 |
| 46" | \$351.90 |
| 47" | \$359.55 |

48" to 72" – \$7.20 per inch

|     |          |
|-----|----------|
| 48" | \$345.60 |
| 49" | \$352.80 |
| 50" | \$360.00 |
| 51" | \$367.20 |
| 52" | \$374.40 |
| 53" | \$381.60 |
| 54" | \$388.80 |
| 55" | \$396.00 |
| 56" | \$403.20 |
| 57" | \$410.40 |
| 58" | \$417.60 |
| 59" | \$424.80 |
| 60" | \$432.00 |
| 61" | \$439.20 |
| 62" | \$446.40 |
| 63" | \$453.60 |
| 64" | \$460.80 |
| 65" | \$468.00 |
| 66" | \$475.20 |
| 67" | \$482.40 |
| 68" | \$489.60 |
| 69" | \$496.80 |
| 70" | \$504.00 |
| 71" | \$511.20 |
| 72" | \$518.40 |

73" to 96" – \$6.75 per inch

|     |          |
|-----|----------|
| 73" | \$492.75 |
| 74" | \$499.50 |
| 75" | \$506.25 |
| 76" | \$513.00 |
| 77" | \$519.75 |
| 78" | \$526.50 |
| 79" | \$533.25 |
| 80" | \$540.00 |
| 81" | \$546.75 |
| 82" | \$553.50 |
| 83" | \$560.25 |
| 84" | \$567.00 |
| 85" | \$573.75 |
| 86" | \$580.50 |
| 87" | \$587.25 |
| 88" | \$594.00 |
| 89" | \$600.75 |
| 90" | \$607.50 |
| 91" | \$614.25 |
| 92" | \$621.00 |
| 93" | \$627.75 |
| 94" | \$634.50 |
| 95" | \$641.25 |
| 96" | \$648.00 |

- Front Page: \$760.00 (front page price includes full color)
- Full Page: \$648.00 • Color Charge: \$2.50 per col. inch
- Half Page: \$345.60 • Add'l. Chg. for Special Placement
- Quarter Page: \$183.60 • Front Page Upper Corner: \$150.00
- Classified Rates: \$5.00 for 15 words or less, 20¢ add'l. word

# Advertising Rates

*Ionia County*  
**SHOPPER'S GUIDE**

P.O. Box 46 • 13 Bridge Street  
Saranac, Michigan 48881

**12,397**

**Total Verified Circulation**



**Delivered Door-To-Door  
Every Saturday**

ADVERTISING DEADLINES:  
Classified and Display – Noon on Thursday  
Coming Events and Classified Changes  
Noon on Wednesday

**PHONE: (616) 642-9411**

**FAX: (616) 642-6040**

**e-mail: [icsg@sbcglobal.net](mailto:icsg@sbcglobal.net)**

**Website:**

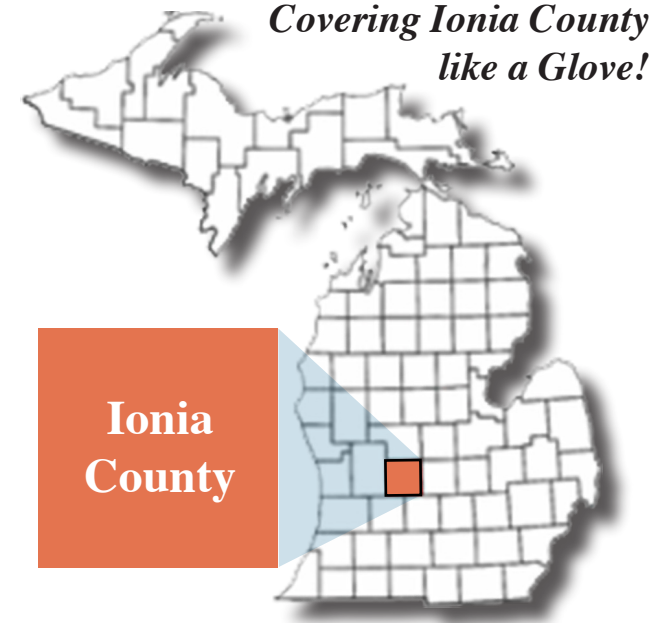
**[ioniacountyshoppersguide.com](http://ioniacountyshoppersguide.com)**

# *Ionia County* **SHOPPER'S GUIDE**

P.O. Box 46 • 13 Bridge Street  
Saranac, Michigan 48881

## **DISTRIBUTION MAP**

**by Zip Code**



**Ionia  
County**

## **Distribution Breakdowns**

### **Zip Codes**

|                       |      |
|-----------------------|------|
| Ionia 48846           | 6542 |
| Lake Odessa 48849     | 350  |
| Saranac 48881         | 2105 |
| Lyons 48851           | 879  |
| Clarksville 48815     | 150  |
| Orleans 48865         | 665  |
| Muir 48860            | 463  |
| Pewamo 48873          | 458  |
| Portland 48875 (part) | 300  |
| Belding 48809 (part)  | 485  |

**Total Circulation 12,397**

