

# Pre-Print Information

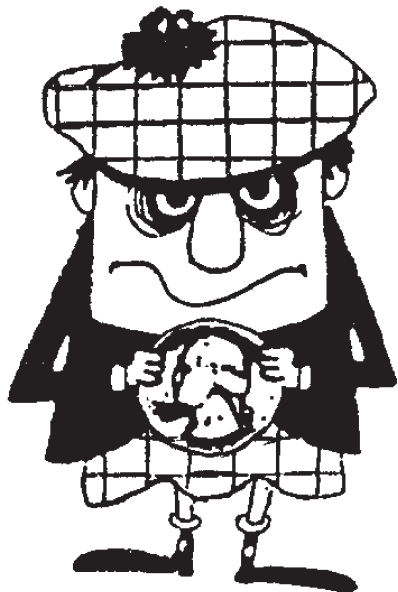
Your pre-printed advertisements can be inserted in the Shopper's Guide and ran in any or all zips you choose. See map on reverse side for zip code breakdowns.

Rates Starting As Low As...

**\$45** PER M

\$50 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		48" to 72" – \$7.20 per inch	
1"	\$8.40	48"	\$345.60
2"	\$16.80	49"	\$352.80
3"	\$25.20	50"	\$360.00
4"	\$33.60	51"	\$367.20
5"	\$42.00	52"	\$374.40
6"	\$50.40	53"	\$381.60
7"	\$58.80	54"	\$388.80
8"	\$67.20	55"	\$396.00
9"	\$75.60	56"	\$403.20
10"	\$84.00	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
11" to 23" – \$8.10 per inch		73" to 96" – \$6.75 per inch	
11"	\$89.10	73"	\$492.75
12"	\$97.20	74"	\$499.50
13"	\$105.30	75"	\$506.25
14"	\$113.40	76"	\$513.00
15"	\$121.50	77"	\$519.75
16"	\$129.60	78"	\$526.50
17"	\$137.70	79"	\$533.25
18"	\$145.80	80"	\$540.00
19"	\$153.90	81"	\$546.75
20"	\$162.00	82"	\$553.50
21"	\$170.10	83"	\$560.25
22"	\$178.20	84"	\$567.00
23"	\$186.30	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
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		

- 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

**16,200**

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:

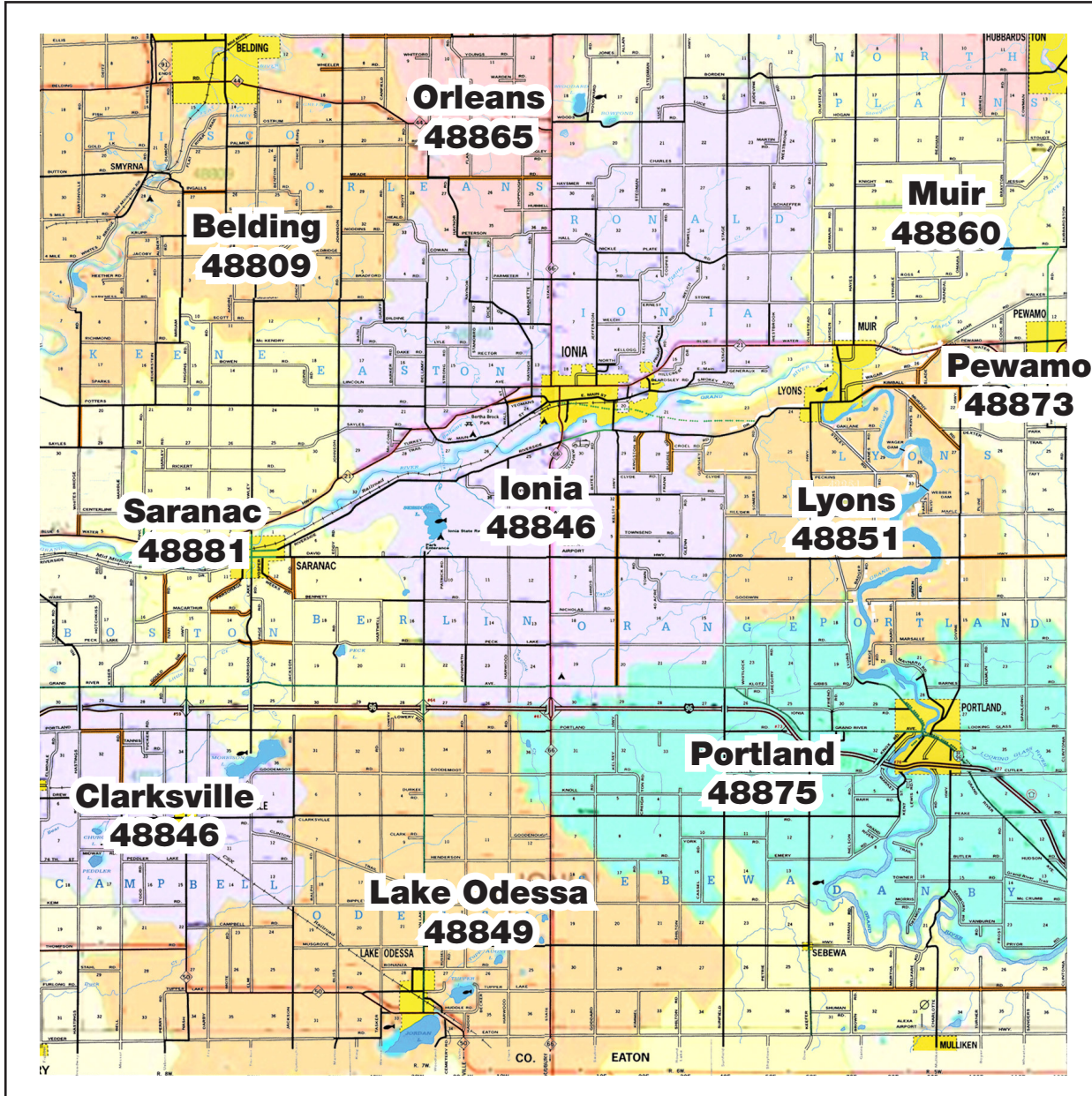
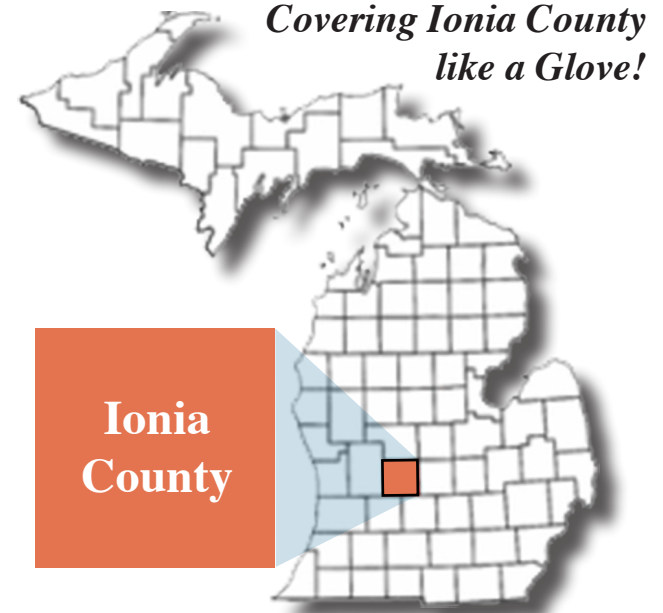
[ioniacountyshoppersguide.com](http://ioniacountyshoppersguide.com)

# *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	2500
Saranac 48881	2105
Lyons 48851	879
Clarksville 48815	865
Orleans 48865	715
Muir 48860	513
Pewamo 48873	458
Portland 48875 (part)	1200
Belding 48809 (part)	485

**Total Circulation 16,262**