

Phone (269) 694-9431
 117 N. Farmer - P.O. Box 168 - Otsego, Michigan
 Fax (269) 694-9145
 e-mail - shoppersguide@sbcglobal.net
 website - www.communityshoppersguide.net
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COMMUNITY Shoppers Guide



*Reaching over 13,000 homes in
 Otsego, Plainwell, Martin, Cooper
 and Alamo areas since 1945*

AD SIZE in inches	OPEN RATE \$13.91 Per Inch	12 MO. CONTRACT \$9.74 Per Inch	6 MO. CONTRACT \$11.83 Per Inch	3 MO. CONTRACT \$12.87 Per Inch	AD SIZE in inches	OPEN RATE \$13.91 Per Inch	12 MO. CONTRACT \$9.74 Per Inch	6 MO. CONTRACT \$11.83 Per Inch	3 MO. CONTRACT \$12.87 Per Inch	AD SIZE in inches	OPEN RATE \$13.91 Per Inch	12 MO. CONTRACT \$9.74 Per Inch	6 MO. CONTRACT \$11.83 Per Inch	3 MO. CONTRACT \$12.87 Per Inch	AD SIZE in inches	OPEN RATE \$13.91 Per Inch	12 MO. CONTRACT \$9.74 Per Inch	6 MO. CONTRACT \$11.83 Per Inch	3 MO. CONTRACT \$12.87 Per Inch
1	15.00	15.00	15.00	15.00	16.5	229.52	160.71	195.20	212.36	32.5	452.08	316.55	384.48	418.28	48.5	674.64	472.39	573.76	624.20
1.5	20.87	14.61	17.75	19.31	17	236.47	165.58	201.11	218.79	33	459.03	321.42	390.39	424.71	49	681.59	477.26	579.67	630.63
2	27.82	19.48	23.66	25.74	17.5	243.43	170.45	207.03	225.23	33.5	465.99	326.29	396.31	431.15	49.5	688.55	482.13	585.59	637.07
2.5	34.78	24.35	29.58	32.18	18	250.38	175.32	212.94	231.66	34	472.94	331.16	402.22	437.58	50	695.50	487.00	591.50	643.50
3	41.73	29.22	35.49	38.61	18.5	257.34	180.19	218.86	238.10	34.5	479.90	336.03	408.14	444.02	50.5	702.46	491.87	597.42	649.94
3.5	48.69	34.09	41.41	45.05	19	264.29	185.06	224.77	244.53	35	486.85	340.90	414.05	450.45	51	709.41	496.74	603.33	656.37
4	55.64	38.96	47.32	51.48	19.5	271.25	189.93	230.69	250.97	35.5	493.81	345.77	419.97	456.89	51.5	716.37	501.61	609.25	662.81
4.5	62.60	43.83	53.24	57.92	20	278.20	194.80	236.60	257.40	36	500.76	350.64	425.88	463.32	52	723.32	506.48	615.16	669.24
5	69.55	48.70	59.15	64.35	20.5	285.16	199.67	242.52	263.84	36.5	507.72	355.51	431.80	469.76	52.5	730.28	511.35	621.08	675.68
5.5	76.51	53.57	65.07	70.79	21	292.11	204.54	248.43	270.27	37	514.67	360.38	437.71	476.19	53	737.23	516.22	626.99	682.11
6	83.46	58.44	70.98	77.22	21.5	299.07	209.41	254.35	276.71	37.5	521.63	365.25	443.63	482.63	53.5	744.19	521.09	632.91	688.55
6.5	90.42	63.31	76.90	83.66	22	306.02	214.28	260.26	283.14	38	528.58	370.12	449.54	489.06	54	751.14	525.96	638.82	694.98
7	97.37	68.18	82.81	90.09	22.5	312.98	219.15	266.18	289.58	38.5	535.54	374.99	455.46	495.50	54.5	758.10	530.83	644.74	701.42
7.5	104.33	73.05	88.73	96.53	23	319.93	224.02	272.09	296.01	39	542.49	379.86	461.37	501.93	55	765.05	535.70	650.65	707.85
1/8 PAGE 8	111.28	77.92	94.64	102.96	23.5	326.89	228.89	278.01	302.45	39.5	549.45	384.73	467.29	508.37	55.5	772.01	540.57	656.57	714.29
8.5	118.24	82.79	100.56	109.40	24	333.84	233.76	283.92	308.88	40	556.40	389.60	473.20	514.80	56	778.96	545.44	662.48	720.72
9	125.19	87.66	106.47	115.83	24.5	340.80	238.63	289.84	315.32	40.5	563.36	394.47	479.12	521.24	56.5	785.92	550.31	668.40	727.16
9.5	132.15	92.53	112.39	122.27	25	347.75	243.50	295.75	321.75	41	570.31	399.34	485.03	527.67	57	792.87	555.18	674.31	733.59
10	139.10	97.40	118.30	128.70	25.5	354.71	248.37	301.67	328.19	41.5	577.27	404.21	490.95	534.11	57.5	799.83	560.05	680.23	740.03
10.5	146.06	102.27	124.22	135.14	26	361.66	253.24	307.58	334.62	42	584.22	409.08	496.86	540.54	58	806.78	564.92	686.14	746.46
11	153.01	107.14	130.13	141.57	26.5	368.62	258.11	313.50	341.06	42.5	591.18	413.95	502.78	546.98	58.5	813.74	569.79	692.06	752.90
11.5	159.97	112.01	136.05	148.01	27	375.57	262.98	319.41	347.49	43	598.13	418.82	508.69	553.41	59	820.69	574.66	697.97	759.33
12	166.92	116.88	141.96	154.44	27.5	382.53	267.85	325.33	353.93	43.5	605.09	423.69	514.61	559.85	59.5	827.65	579.53	703.89	765.77
12.5	173.88	121.75	147.88	160.88	28	389.48	272.72	331.24	360.36	44	612.04	428.56	520.52	566.28	60	834.60	584.40	709.80	772.20
13	180.83	126.62	153.79	167.31	28.5	396.44	277.59	337.16	366.80	44.5	619.00	433.43	526.44	572.72	60.5	841.56	589.27	715.72	778.64
13.5	187.79	131.49	159.71	173.75	29	403.39	282.46	343.07	373.23	45	625.95	438.30	532.35	579.15	61	848.51	594.14	721.63	785.07
14	194.74	136.36	165.62	180.18	29.5	410.35	287.33	348.99	379.67	45.5	632.91	443.17	538.27	585.59	61.5	855.47	599.01	727.55	791.51
14.5	201.70	141.23	171.54	186.62	30	417.30	292.20	354.90	386.10	46	639.86	448.04	544.18	592.02	62	862.42	603.88	733.46	797.94
15	208.65	146.10	177.45	193.05	30.5	424.26	297.07	360.82	392.54	46.5	646.82	452.91	550.10	598.46	62.5	869.38	608.75	739.38	804.38
15.5	215.61	150.97	183.37	199.49	31	431.21	301.94	366.73	398.97	47	653.77	457.78	556.01	604.89	63	876.33	613.62	745.29	810.81
1/4 PAGE 16	222.56	155.84	189.28	205.92	31.5	438.17	306.81	372.65	405.41	47.5	660.73	462.65	561.93	611.33	63.5	883.29	618.49	751.21	817.25
1/2 PAGE 32	445.12	311.68	378.56	411.84	3/4 PAGE 48	667.68	467.52	567.84	617.76	FULL PAGE 64	890.24	623.36	757.12	823.68					