

# Shoppers Guide

Phone (269) 694-9431

Fax (269) 694-9145

email: info@communityshoppersguide.net

117 N. FARMER - P.O. BOX 168 - OTSEGO, MICHIGAN 49078 ~ Since 1945

ACP CIRCULATION AUDIT BY:



Advertising

Classifieds

Inserts

Web Design

## Reasons to Advertise with us...

### WE ARE THE COMMUNITY SHOPPER

Our content of Display & Classified ads has been an established medium of exchange between buyers and sellers in Southwest Michigan since 1945.

### WE DELIVER FREE

to over 12,142\* homes & businesses on Saturdays, plus we distribute additional copies free of charge at many key traffic locations in Allegan, Barry & Kalamazoo Counties with additional 1,600+ digital views per month.

### WE ADD VALUE

No other print or online publication can offer you the sustained, targeted circulation, market coverage and readership loyalty of the Community Shoppers Guide.

### WE ARE COMMITTED

We print 12,300 copies each week and deliver them free to the community. We make that investment because our readers and advertisers support us and see us as an integral part of the local market economy.

### WE ARE AND KNOW LOCAL

We are a locally owned family business bringing the community together and promoting the local economy for three generations!

*We provide effective, affordable advertising for EVERYONE!*



## Our Business is Helping Your Business!

Let us partner with you to help build a successful marketing strategy. We'll work with you to form a business plan that maximizes your presence in this consumer-driven market. It doesn't matter if you're advertising locally, regionally or across the entire market - we can customize packages and create solutions to best suit your budget and marketing goals that work for your business.

Marty Bennett, Owner/Publisher



\*Based on 2022 CVC Audit

## ADVERTISE WITH US AND WATCH YOUR BUSINESS GROW!

[www.communityshoppersguide.net](http://www.communityshoppersguide.net)

Current circulation, 12,142 homes in Southwest Michigan • Otsego, Plainwell, Martin, Cooper and Alamo areas.

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## Display Advertising

**\$11.28 per column inch**
*12 month contract rate.*
**\$13.70 per column inch**
*6 month contract rate.*
**\$14.84 per column inch**
*3 month contract rate.*
**\$16.12 per column inch**
*Open rate.*

## Classifieds

**\$13.00 minimum**
*for 1-15 words*
**add \$1.00**
*for every 1-5 words more.*
**\$1.00 extra for all bold**
**\$2.00 extra for boxed**
**\$5.00 extra for reversed**
**\$5.00 extra for a logo**

## Published weekly on Saturdays

### DEADLINES

Display Ads .....Wednesday 5:00pm

Classified Ads .....Thursday 3:30pm

Proof Ad Deadline .....Wednesday 12:00noon

### SUBMITTING ADS

Send your camera-ready artwork by Wednesday 5:00pm of your issue week. Email: info@communityshoppersguide.net

### DESIGN SERVICES

Our Graphic Design Department will help you create the right look to capture your audience's attention.

Contact one of our advertising consultants or email info@communityshoppersguide.net with artwork & ad copy.

### CAMERA READY ADS

Black &amp; White/Grayscale or 4 Color (CMYK)

85 line screen &amp; 200-300 dpi resolution.

Preferred format is a PDF (please embed fonts)

Tabloid Page Size: 10.375" W (4 Columns) x 16" H

Front Page Size: 10.375" W (4 Columns) x 13.565" H

### COLOR RATES

\$10 - extra .....1 inch to 4 inch Ad

\$15 - extra .....4.5 inch to 1/8 page Ad

\$20 - extra .....8.5 inch to 1/4 page Ad

\$40 - extra .....16.5 inch to 1/2 page Ad

\$80-\$100 - extra .....32.5 inch to Full page Ad

### PAYMENT

Until credit is established, advertisers must pay for the space at the time of insertion. We accept payment by Visa, MasterCard, Discover, personal check or cash.

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## Inserts

Boost your visibility  
with insert advertising.

We'll deliver them to the  
ZIP codes areas of your  
choice or to our entire  
distribution area.

### INSERT RATES

**\$35.00 - \$60.00**  
per thousand

Up to 72 pages.

Depends on frequency

\$35 Nonprofit Rate  
\$45 Small Quantities  
(5000 or fewer)

**Call 269-694-9431**

**Plainwell 49080**

4,024 - Circulation\*

**Otsego 49078**

4,451 - Circulation\*

**Martin 49070**

1,350 - Circulation\*

**Gobles 49055**

170 - Circulation\*

**Delton 49046**

620 - Circulation\*

**Kalamazoo 49009**

785 - Circulation\*

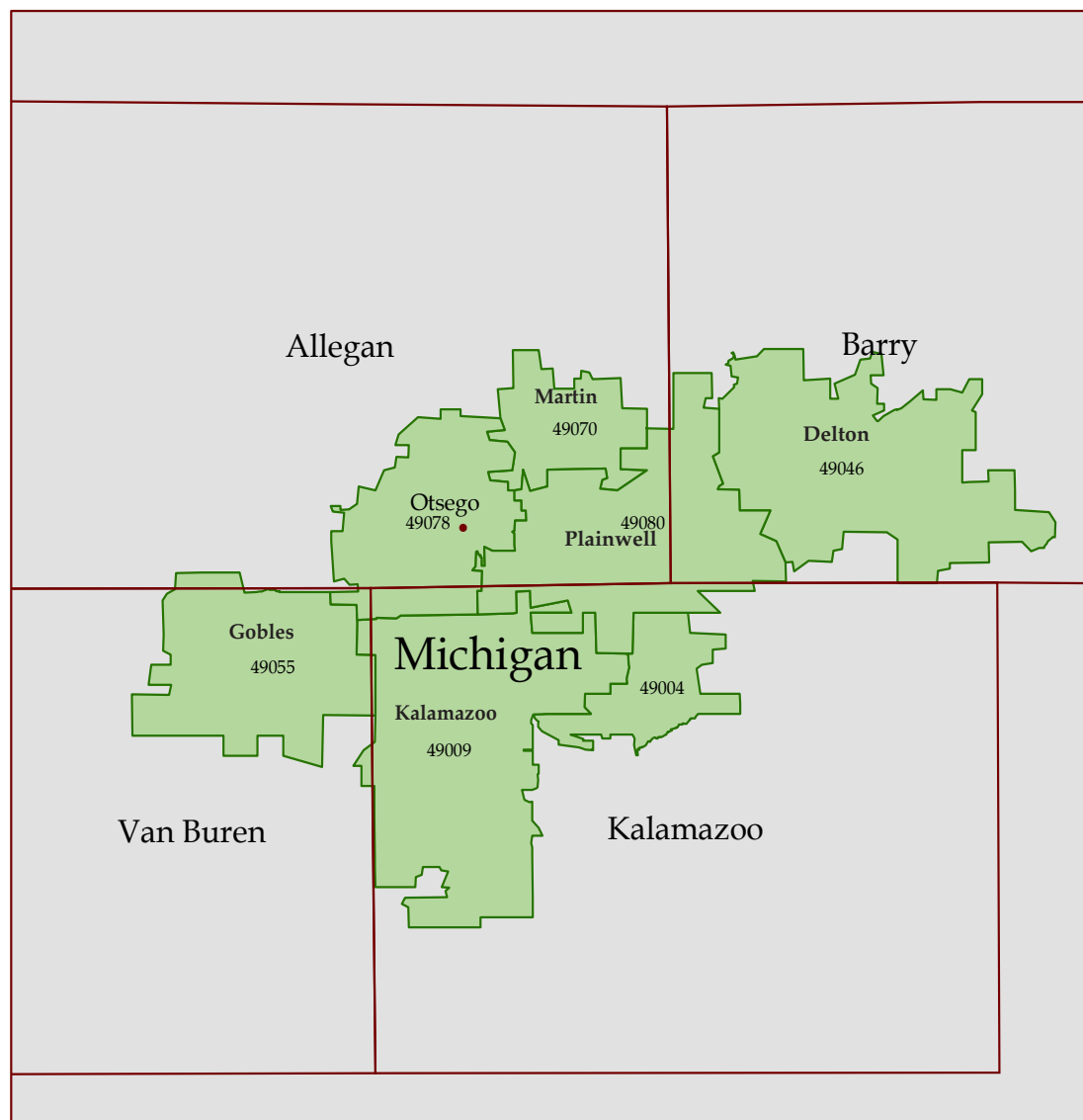
**Parchment 49004**

750 - Circulation\*

#### Assorted

35 - Circulation\*

(Based on our 2022  
CVC Audit)



Community Shoppers Guide  
Otsego, Michigan  
19-0053

#### Key to Features

- County Boundary
- Zip Code Boundary



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## Display Ad Sizes

*Shown is a sampling of our popular sizes and shapes.*

Visit our website, call or email us for information on other available sizes.

We are a Tabloid sized paper with a page format of 4 columns wide 10.375" x 16" long. Front Cover size: 10.375" x 13.565"

Ad size is determined by multiplying column width by length (in inches). Example: 2 columns wide x 4" long 1/8 page / 8 inch ad

### COLUMN WIDTHS

1 column	.....2.5"
2 column	.....5.125"
3 column	.....7.75"
4 column	.....10.375"

### 1/8 Page Ad Size

2 column (5.125" wide) x 4 inches

1 column (2.5" wide) x 8 inches

**\$90.24** 12 month contract rate

**\$128.96** open rate

*Add Color for only \$15 more!*

### 1/4 Page Ad Size

2 column (5.125" wide) x 8 inches

**\$180.48** 12 month contract rate

**\$257.92** open rate

*Add Color for only \$20 more!*

### 3 Inch Ad Size

1 column (2.5" wide) x 3 inches

**\$33.84** 12 month contract rate

**\$48.36** open rate

*Add Color only \$10 more!*

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## Business Directory

**\$35.00 per week**



## Business Directory

**Full Service Excavating**  
Residential / Commercial  
NO JOB TOO BIG OR TOO SMALL!  
• SITE WORK • DRIVEWAYS • YARD LEVELING  
• LAND CLEARING • DEMOLITION  
• NEW BASEMENTS • DRAINFIELD REPAIRS  
• SEPTIC SYSTEMS  
and more!  
Give us a call  
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ALAMO DIRT WORKS  
Free Estimates  
On-Time & Satisfying Results

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email: preferredplumbing@yahoo.com  
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Prompt, Local, Professional Service  
• SEWER & DRAIN CLEANING • SERVICE/REPAIRS  
**Clip & Save \$20** on your next service call with this ad  
Limit one coupon in a 30 day period  
Not valid with promotional services & pricing

**GENERAC GENERATORS**  
Best Installers  
 Best Warranty  
Best Prices  
**Mr. Electric**  
a nationally recognized company  
269-686-0014 269-375-0520

**JOE'S LAWN 'N' GARDEN**  
SALES & SERVICE & PARTS  
Trailers • Blowers • Tractors • Mowers • Riders  
Rototillers Chippers • Snow Blowers  
Complete Small Engine and Trailer Repair  
Commercial and Residential  
**DEALER FOR:**  
White • Cub Cadet  
Husqvarna • Troy-Bilt  
**SMALL ENGINE REPAIR**  
Briggs • Tecumseh • Kohler • Onan  
Kawasaki • Honda • Subaru  
(Most warranties accepted)  
- Over 18 years Experience -  
Corner of 26th & M99, Allegan  
269-673-8736

Looking for an  
**ADULT FOSTER CARE**  
Provider?  
**www.dianas-care.com**  
**Diana's Care, LLC**  
AN ADULT FOSTER CARE HOME  
Locally owned, RN managed  
Diana's Care, LLC  
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Otsego, MI 49078  
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SERVING THE COMMUNITY SINCE 1977

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 SNOWBLOWERS  
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OPEN 7 DAYS: Monday - Friday 7:30am-7:00pm  
Saturday 7:30am-6:00pm Sunday 10:00am-3:00pm

**Pro Water Treatment**  
1716 West 12th St., Plainwell, MI 49078  
**269-694-9000**  
www.prowater.com  
**WATER SOFTENER**  
SALES AND SERVICE  
• Reverse Osmosis Systems  
• Iron & Manganese Removal Systems  
• Salt and Delivery  
RENTALS AVAILABLE  
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Performed by an experienced service technician  
**Now Only \$49**  
Pro Water Treatment • 269-694-9000  
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WATERLINE, VALVE, REPLACEMENT  
We Make Water Good to Drink

**Welcome HOME**  
REAL ESTATE  
Home never felt so good!  
**Candi Dunham**  
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Phone: (269) 694-9870  
Fax: (269) 694-9371  
email: candidunham@gmail.com

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**Steve Henderson & Son CONSTRUCTION**  
PROUDLY SERVING THE AREA FOR OVER 40 YEARS!  
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(269) 685-6074 CALL FOR YOUR ESTIMATE TODAY!  
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Provider for  
BCES, United, HPM, PPO, Mail Handlers, AETNA  
**Dr. Eric Russell**  
**West Michigan Chiropractic Health Center**  
352 12th Street - PLAINWELL  
**269-685-3660**

**Full Color Business Cards!**  
We Offer Design Services, or Bring In Your Own Ideas, Design or Logos!  
250 .... \$25.00  
500 .... \$30.00  
1000... \$40.00  
2000... \$70.00  
**Shoppers Guide**  
117 N. Farmer St., Otsego 49078  
(269) 694-9431  
Shoppersguide@sbcglobal.net

**Leaving your job? Let's talk about your options.**  
 Tim Andrus, AAMS® Financial Advisor  
113 E. Allegan St.  
Otsego, MI 49078  
Bus: 269-692-2280 By appointment only  
 Ginger Tibbs, AAMS® Financial Advisor  
711 E. Allegan St.  
Otsego, MI 49078  
Bus: 269-694-1548 By appointment only  
 Morgan Yaw, AAMS® Financial Advisor  
101 S. Main St.  
Plainwell, MI 49080  
Bus: 269-685-1181 By appointment only  
**Edward Jones**  
MAKING SENSE OF INVESTING  
www.edwardjones.com  
Member SIPC

PLACE YOUR AD IN THE  
**BUSINESS DIRECTORY**  
ONLY  
**\$35.00 PER WEEK**  
CALL TODAY!  
Community Shoppers Guide  
(269) 694-9431

## Community Page SPECIAL

**\$25.00 per week**

1 column x 3 inches

**\$45.00 per week**

2 column x 3 inches

- Community Events
- Non-Profit Organizations
- Engagements
- Birthdays • Weddings
- Anniversaries
- Birth Announcements
- Graduations

**Call for more details!**

**CLASSIFIEDS AVAILABLE TOO!**

1-15 words only \$13.00

Add \$1.00 for every 1-5 words after 15 words.

## Obituaries

**\$75.00 per week**

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## Web Design

SET UP

\$399

PLUS \$10 SEO FEE

We do the designing and set up  
of your brand new up-to-date site  
**Then YOU can add content anytime!**  
**No Technical Skills Required!**

Printable Coupons, Menus and more!

Pictures, Slideshows, Videos and more!

**We'll support you and show you how!****FOR ONLY \$35 PER MONTH ...YOU GET...**

- Rock Solid Hosting • Mobile Website
- You Can Make Unlimited Updates/Changes
- Social Media Integrated • 24/7 Statistics Available

### Unique Designs with Features You Can Easily Use!

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[www.plainwellgardencenter.com](http://www.plainwellgardencenter.com)[www.finishingtouchautobody.net](http://www.finishingtouchautobody.net)[www.fourrosescave.com](http://www.fourrosescave.com)[www.proautomotiveplainwell.com](http://www.proautomotiveplainwell.com)[www.communityshoppersguide.net](http://www.communityshoppersguide.net)[www.rivercitiesconcertband.com](http://www.rivercitiesconcertband.com)[www.laphamheating.com](http://www.laphamheating.com)**Call Today!****(269)694-9431**

The Community Shoppers Guide  
117 N. Farmer St., Otsego, MI 49078  
email: info@communityshoppersguide.net

**WE SELL STAMPS  
RUBBER STAMPS  
& SELF INKING**

**WE SELL REPLACEMENT  
INK PADS!**

**Why buy new Stamps?**

**Call Today!**

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with *custom designed*  
**BUSINESS CARDS,  
FLYERS & BROCHURES**

**Need ideas?**  
Low Cost Design Service Available.

**Have an idea?**  
Bring in your own ideas, designs, or logos

**BUSINESS CARDS**  
starting at

**\$30** per 250



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