

Line Advertising

(All ads with photos or logos must buy display advertising)

Personal/Miscellaneous Ads

Up to 20 words \$5.00

Business, Daycare, Real Estate & Help Wanted Line Ads

Up to 20 words \$6.00

Announcements

Up to 20 words \$7.00

Additional Charges:

Each word over 20 \$0.10 ea

Center \$1.00

Box around ad \$1.00

Reverse Ad \$4.00

(white letters on black, boxed ads only)

DEADLINE for all Line Ads

Tuesday at 3:00PM

No ads will be taken by phone.

We reserve the right to insert the word advertising. Liability for errors shall not exceed the cost of the space occupied by the error. We reserve the right to reject any advertisement. Cancellation deadlines are the same as copy deadlines. Ads cancelled before contract expiration will revert to open rate.



The Shopper is also published every
Thursday at 3pm on our website:
www.theshopperinc.net

Revised July 1, 2011
Dale & Tammy Fredrickson
Owners/Publishers

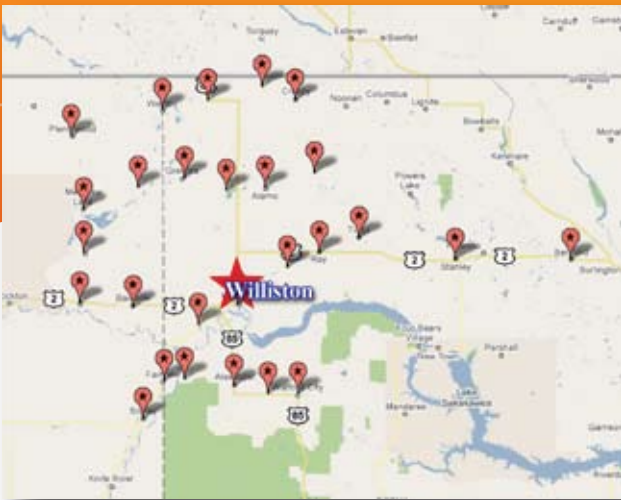
1510 2nd Ave W, Suite 201
Williston, ND 58849

Phone 701-572-4851
Fax 701-572-6957

www.theshopperinc.net
theshopper@nemont.net



The Advertising **Experts**



The Shopper Circulation:

The Shopper circulation includes city drops and/or direct mail to 27 North Dakota and Montana locations.

North Dakota:

- | | |
|------------|--------------|
| Alamo | Grenora |
| Alexander | Ray |
| Ambrose | Stanley |
| Arnegard | Tioga |
| Berthold | Trenton |
| Cartwright | Watford City |
| Crosby | Wildrose |
| Epping | Williston |
| Fortuna | Zahl |

Montana:

- | | |
|------------|---------------|
| Bainville | Medicine Lake |
| Culbertson | Plentywood |
| Dagmar | Sidney |
| Fairview | Westby |
| Froid | |

Display Advertising

The Shopper is a standard advertising (5-column tabloid) publication.

Open Rate: \$8.00 per column inch

0 - 9 inches per ad	\$8.00 per inch
10 - 19 inches per ad	\$7.90 per inch
20-29 inches per ad	\$7.80 per inch
30 - 39 inches per ad	\$7.70 per inch
40 - 49 inches per ad	\$7.60 per inch
50 -59 inches per ad	\$7.50 per inch
60 - 70 inches per ad	\$7.40 per inch
Full Page 5x15	\$7.20 per inch
2 Page Center Spread	\$7.10 per inch
Church & Charity/Non-Profit Rate	\$6.50 per inch

Spot Color

1 color plus Black	\$100 per ad
2 colors plus Black	\$200 per ad

Mechanical Requirements

1 column	2 in. wide
2 columns	4.25 in. wide
3 columns	6.375 in wide
4 columns	8.625 in wide
5 columns	10.75 in wide

Depth of column up to 15 in.

Repeat Ad Rate

Repeat ad rate \$6.50 per inch
 Applies only to display advertising rates. Any advertisement repeated of the original insertion without changes qualifies.

Political Advertising

Open Rate Cash in Advance

Inserts

Price of inserting flyers starts at \$0.07 each (final cost depends on width of flyers, number of flyers and areas covered).

Display Advertising Deadline

All copy material must be in The Shopper office by 5pm Tuesday for that Thursday's publication.

Place Your Ad:

Both display ads and line ads may be placed online. Visit our website at www.theshopperinc.net for more information.