



Effective October 1, 2009

SMART SHOPPERS

Serving DeKalb, Noble, LaGrange, & Steuben Counties

Delivered each Tuesday
To Non-Subscribers

6 Column Display

Rate per Inch	Open	13x	26x	52x
1 Shopper	\$ 8.09	\$ 5.67	\$ 4.94	\$ 4.62
2 Shopper	\$15.02	\$10.50	\$ 9.00	\$ 8.30
3 Shopper	\$20.79	\$14.60	\$12.50	\$11.40
4 Shopper	\$25.31	\$17.70	\$15.20	\$13.90

FRONT PAGE POSITIONS

4x16 Full Color

1 Shopper	\$ 741	\$ 580	\$ 531	\$ 510
2 Shopper	\$1,202	\$ 902	\$ 803	\$ 755
3 Shopper	\$1,587	\$1,174	\$1,034	\$ 964
4 Shopper	\$1,887	\$1,384	\$1,217	\$1,132

4x16 Spot Color

1 Shopper	\$ 632	\$ 470	\$ 422	\$401
2 Shopper	\$1,093	\$ 793	\$ 694	\$646
3 Shopper	\$1,477	\$1,065	\$ 925	\$855
4 Shopper	\$1,708	\$1,275	\$1,108	\$1,023

2x3 Full Color

1 Shopper	\$127	\$119	\$117	\$116
2 Shopper	\$148	\$134	\$129	\$127
3 Shopper	\$167	\$147	\$141	\$138
4 Shopper	\$181	\$156	\$149	\$145

2x3 Spot Color

1 Shopper	\$72	\$64	\$62	\$61
2 Shopper	\$93	\$80	\$75	\$72
3 Shopper	\$112	\$92	\$86	\$83
4 Shopper	\$126	\$102	\$95	\$90

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