

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

Celebrate the New Year and save more than ever.

**BRIDGE**  
 Patti Rogers & Sons

**SHOPPER'S GUIDE**  
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**SKI RIDE TUBE**  
 Ski Returner

**\$25 Midweek Tickets**  
 Pre-purchase required [www.SkiReturner.com](http://www.SkiReturner.com)

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**THE CRAFT BREWERS**  
 Whiskey Project

13 REPRESENTATIVE WHISKEYS SELECTED FROM 40 TOP-RATED REGIONAL BRANDS

UFO SWEET SAUVIGNON  
 HERRINGTON'S

**SHOPPER'S GUIDE**  
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*The Best Show of Diamonds*

Zabian's Fine Jewelers

**SHOPPER'S GUIDE**  
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Make Valentine's Day Last Forever with Jewelry from **LENNOX JEWELERS**  
 Savings throughout the Store

SELECTION QUALITY SERVICE PRICE

[WWW.LENNOXJEWELERS.COM](http://WWW.LENNOXJEWELERS.COM)  
 153 Main Street, Lenox, MA 01041 • 413-774-1200  
 Hours: Monday-Friday 10am-6pm, Saturday 10am-5pm

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**DRIVE**

I don't think my old car would survive another winter. Fortunately, I got a great car loan from Greyluck. Best I have the car I want and a great rate at 3.24%.

**Auto Loan as low as 3.24%**

**GREYLOCK**  
 153 Main Street, Lenox, MA 01041 • 413-774-1200  
 Apply online at [www.Greyluck.com](http://www.Greyluck.com)

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

**10% OFF**

**HERRINGTON'S**

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**SKI MARCH FREE**  
 Ski Returner

PASS TYPE	PRICE	SALE PRICE
Adult (14-64)	\$475	\$239 (SAVE \$236)
Senior (65-99)	\$375	\$199 (SAVE \$176)
Child (6-12)	\$175	\$99 (SAVE \$76)
Senior (70+ years)	\$175	\$99 (SAVE \$76)

When You Purchase A 2021/22 Season Pass

413-528-2001, 100 Sun Road, East Greenburg, MA 01025, SkiReturner.com

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*I Do...*

Zabian's Fine Jewelers

15 Main Street, Lenox, MA 01041 • 413-774-1200  
[www.zabians.com](http://www.zabians.com)

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It's not just Luck!  
 Thank You for voting us BEST OF THE BERKSHIRES 5 YEARS IN A ROW!

**BEST CONTRACTOR 2020**

**MORRISON'S HOME**  
 153 Main Street, Lenox, MA 01041 • 413-774-1200

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WHEN IT COMES TO PAVING, BEN'S A REAL BADASSPHALT.

**B. MITCALF PAVING**  
 413-528-5543  
[www.bmitcalfpaving.com](http://www.bmitcalfpaving.com)

**SHOPPER'S GUIDE**  
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Do Decking Differently

**TimberTech**  
 HERRINGTON'S

**SHOPPER'S GUIDE**  
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**STRONG OAK LANDSCAPING LLC**

TREE SERVICE  
 GRAVEL DRIVEWAYS  
 Repairs & Installation

413-644-5164  
[StrongOakLandscaping.com](http://StrongOakLandscaping.com)

**SHOPPER'S GUIDE**  
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**HL Propane Co. Inc.**

ALL PROPANE IS THE SAME  
**OURS IS CHEAPER!!**  
 We Beat ANY Competitor's Price!!

Heating System Installation • Automatic Delivery

CALL TOLL FREE 877-794-9066  
 OR 518-794-9066

**SHOPPER'S GUIDE**

**SG**

SHOPPERSGUIDEINC.COM  
 PRINT • DIGITAL • SOCIAL

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

**10% OFF**

**HERRINGTON'S**

**SHOPPER'S GUIDE**  
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**ESTABLISH**

Now we can afford a place to grow our family and our dreams.

**GREYLOCK**  
 153 Main Street, Lenox, MA 01041 • 413-774-1200

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

MAKE MOM smile

Modular Day  
 Monday, May 24

**LENNOX JEWELERS**

153 Main Street, Lenox, MA 01041 • 413-774-1200

**SHOPPER'S GUIDE**  
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SAVE BIG ON STRESSLESS®  
 April 9 - June 1, 2021

**Patti Rogers & Sons**

**SHOPPER'S GUIDE**  
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KICK OFF SUMMER with your color!

**\$5 OFF**  
**\$4 OFF**

**MEMORIAL DAY**

**HERRINGTON'S**

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**STRONG OAK LANDSCAPING LLC**

TREE SERVICE  
 GRAVEL DRIVEWAYS  
 Repairs & Installation

413-644-5164  
[StrongOakLandscaping.com](http://StrongOakLandscaping.com)

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**OUTDOOR DEALS**

**10% OFF**

**HERRINGTON'S**

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

Find the tractor package THAT'S RIGHT FOR YOU.

**\$3,500 OFF**  
 ON SELECT TRACTOR PACKAGES

**UNITED**  
 153 Main Street, Lenox, MA 01041 • 413-774-1200

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

**Stressless**

GET AN INSTANT \$100 FOR EVERY \$1,000 SPENT.\*

**Patti Rogers & Sons**

**SHOPPER'S GUIDE**  
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**Trotta's**

WIN IN THE SUN FINISHES

Legumes 9.99  
 Heinen 12.99  
 Milkmaid 12.99  
 Miller High Life 11.99  
 State Street 12.99

**SUMMER SPECIALS**

Sandwiches 1.49  
 Fresh Fish 1.99  
 Lemonade 1.99  
 Caesar V Salad 1.99

**NEW VODKA \$16.99**  
**SCOTCH \$34.99**  
**SCOTCH \$49.99**  
**TELL BLANCO \$21.99**

**Trotta's Liquor Store**

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
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**WT** Celebrating 150 Years

**Caesarstone**  
**HERRINGTON'S**

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**Caesarstone**  
**HERRINGTON'S**

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**RS ROCK ROVERS**

**HERRINGTON'S**

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

**Wheeler & Taylor Insurance**

For life's most important events, planned or unplanned.

**WT** Celebrating 150 Years

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

**Trotta's**

STONE CELLARS

Drop by for Fall Savings!

**NEW VODKA \$34.99**  
**TELL BLANCO \$49.99**

**Trotta's Liquor Store**

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 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

**THANK YOU!**  
 It's Our Customers That Are Simply Amazing

**6 YEARS IN A ROW**

**BEST OF THE BERKSHIRES 2021**

**MORRISON'S HOME**  
 153 Main Street, Lenox, MA 01041 • 413-774-1200

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

**GUIDO'S**

With \$100 worth of Guido's Gift Cards you get a **\$10 GUIDO'S E Gift card**

**GUIDO'S**

**SHOPPER'S GUIDE**  
 Shop Retailer's Special in the Yellow Box  
 Expires 12/31/21 • 100% Satisfaction Guarantee

*The Perfect Gift*  
 Diamond Earrings

Zabian's Fine Jewelers

153 Main Street, Lenox, MA 01041 • 413-774-1200  
[www.zabians.com](http://www.zabians.com)



# All access pass to the community

*We offer a wide range of local content and interests featuring culture, music, nightlife and entrepreneurship, 52 weeks a year for the tri-state area. Our approach is based on being the most trusted source for local commerce, information and events. With unique and exciting advertisements and a calendar of events, we have created a true reading pleasure of the highest quality.*



**DIRECT  
MAILED  
EVERY  
WEDNESDAY**

**52** weeks  
a year

**PLUS 2,000+\***  
copies available  
for pick up at  
key locations

For a complete listing of our pick up locations, view insert included in this media kit.

\* Circulation number varies due to seasonal distribution locations

## DEMOGRAPHICS

Age 30-65: 88%

Median Age: 44

Average Household Size: 2.5

Private Wage or Salary: 64%

Government: 7%

Self Employed: 29%

# 18,000+ CIRCULATION

massachusetts | connecticut | new york

## DIGITAL CHANNELS

ShoppersGuideInc.com

Facebook.com/ShoppersGuideInc

## WEEKLY READERSHIP: 57,000

(intersect media solutions "pass along" rate 2.48 per copy)

PAPERS PER YEAR: 1,040,000

PAPERS PER WEEK: 20,200+

ISSUES PER YEAR: 52


COUNTIES: 4

STATES: 3

# 73.2%

of our advertisers  
have been using the  
Shopper's Guide for  
OVER 10 YEARS



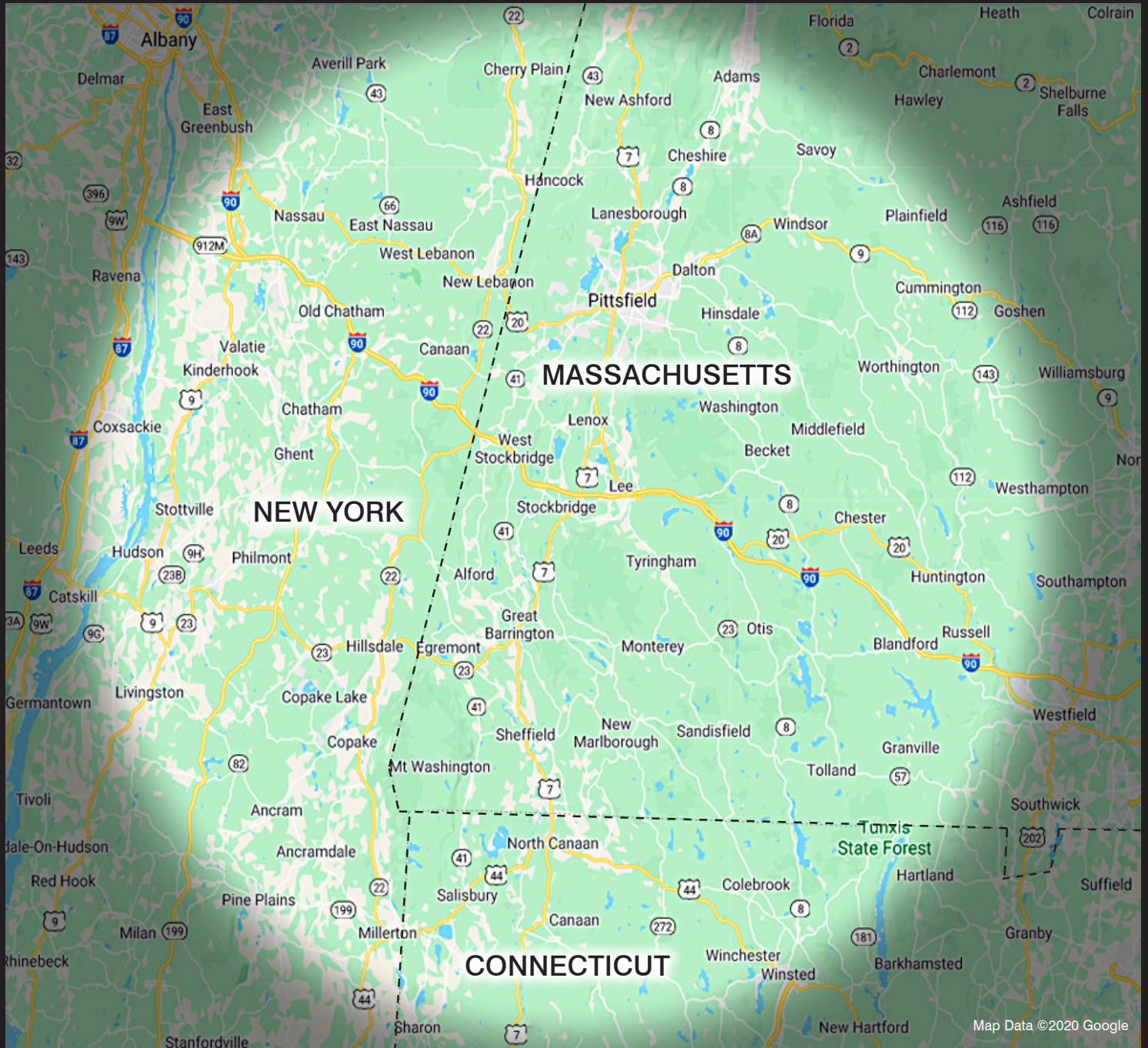
 /shoppersguideinc



www.shoppersguideinc.com

For advertising information: email ads@shoppersguideinc.com, visit shoppersguideinc.com, call 413.528.0095 or stop in at 271 Main Street, Suite 4, Downtown Great Barrington, MA 01230

# 57,000 READERS EVERY WEEK!



## 18,000+ DIRECT MAILED

Every Wednesday in the tri-state area to the towns at right and 2,100+ copies are available for pickup at key locations.

*For a complete listing of our pick up locations, view the insert included in this media kit.*

**MASSACHUSETTS:** Ashley Falls, East Otis, Glendale, Great Barrington, Housatonic, Mill River, Monterey, Otis, Sandisfield, Sheffield, Southfield, South Egremont, Stockbridge, Tyringham, West Stockbridge

**CONNECTICUT:** Canaan, East Canaan, Falls Village, Lakeville, Salisbury, Taconic

**NEW YORK:** Copake, Copake Falls, Hillsdale, Millerton

# PRINT-READY AD SPECS

The quality of reproduction is contingent upon the quality of materials furnished. Reproducing black & white and color advertisements in newsprint differs significantly from reproducing them in magazines and publications printed on coated paper. Shopper's Guide cannot hold its printer responsible for quality issues on ads that do not meet these minimum standards listed at right.

## ad deadline: friday 11 am

early deadlines for holiday weeks is posted at [shoppersguideinc.com](http://shoppersguideinc.com)

### Ad Design Services

Need help designing your ad? Our Graphic Design Department can help you create effective, attractive ads at no charge!

#### ACCEPTABLE FILE FORMATS

- **PDF:** High Quality or Press Quality PDF is preferred. All fonts should be embedded or converted to outlines. We cannot make font corrections or modifications to a PDF or postscript file.
- **Photoshop:** Save as a 300 resolution PSD document with layers and convert all text to shapes.
- **Illustrator:** 300 resolution AI or EPS document and convert text to outlines.
- **InDesign:** Package InDesign file and please supply a pdf or jpg of the finished file for proof purposes.

**PLEASE NOTE:** If a JPG format is the only option, it must be saved at "High Quality, 300 Resolution." If ad is color and has text or images that are black or shades of black, the Shopper's Guide cannot be held responsible for print quality.

**CANCELLATION:** When an ad composed by the Shopper's Guide's Graphics Department is cancelled before the first insertion, there will be a \$4.00 per column inch charge.

**PAYMENT:** Until credit is established, advertisers must pay for the space at the time of insertion. We accept payment by credit card, personal check or cash.

**INSERTS:** Want to get your insert out to over 57,000 readers of the Shopper's Guide? Call or email us for more information.

SHOPPER'S GUIDE



413.528.0095  
ads@shoppersguideinc.com  
www.shoppersguideinc.com  
271 Main Street, Suite 4  
Great Barrington, MA

#### AD SPECIFICATIONS FOR NEWSPRINT

If you decide to create your own advertisement, follow the below specifications to ensure maximum reproduction in newspapers.

#### COLOR

All color should be in a CMYK format, which includes text, photos, art and backgrounds.

#### IMAGES

- Prepare materials to compensate for a 30% dot gain at midtones, images will appear darker when printed on newsprint, than on your computer monitor.
- Halftone images should be 200 dpi at 100% size.
- White type on 4-color images is not recommended.
- Total ink limit should not exceed 240%
- Do not use rich black for text.
- Do not use images from the internet, they are low resolution and are not compatible with print.

#### TYPOGRAPHY: Clarity and Readability

##### 1. Black Text

- **Size:** a minimum of 8 points
- **Color Formula: (C=0%, M=0%, Y=0%, K=100%).** Black text should be 100% black(K) and not a combination of the 4 process colors which creates a "process" or "rich" black which you do not want to use for text.
- Using Photoshop to create black text is not recommended.

##### 2. Color Text

- **Color Text:** use a minimum of 12 points, a non-serif font is recommended.
- **Color Formula:** a maximum of 2 process colors should be used to create the color text. If more than 2 process colors are used it will cause misregistration and make text appear "fuzzy" or "blurry" once printed.

##### See Example Below:

Text created using 2 process colors:

90% Cyan, and 70% Magenta = Registered Color Text

Text created using 4 process colors:

40% Cyan, and 50% Magenta, 100% Yellow, 20% Black =

Misregistered Color Text

##### 3. White Text

##### When placing white text over a black or color background:

- We recommend a non-serif font at a minimum of 12 points.
- Black boxes should be a 100% black(K), and color boxes a maximum of 2 process colors.

12 Points  
No Serif

12 Points  
With Serif

8 Points  
No Serif

8 Points  
With Serif

- 4. **Rules and Hairline Borders:** Should be a minimum of .5 points.

#### PRIORITY CHECKLIST

- Create documents at 100% of printed size? (ads must not require scaling).
- Scan images at 100% of original size.
- Used actual type styles to fonts (bold, italic, outline, etc.).
- Scan line art at a minimum of 300 dpi and scan at 100%.
- Check that your ad is created at the correct size.
- Proofread your ad for typographical and grammatical errors.
- Include in your ad: address, phone number, logo or name of your business, business hours and website address.

# DISPLAY AD SIZES & RATES

## Ad Rate **\$9.00** per column inch

The total ad cost will include a digital presence charge specific to your ad size.

Shown is a sampling of our most popular sizes & shapes. Please visit our website, call or email for information on other available sizes. Spot or full color is an additional charge.

We are a Tabloid sized paper with a page format of 6 columns wide (10.375") x 16" long. Our one column width measurement is 1.625."

Ad rate total and ad size is determined by multiplying the ad column width by ad height in inches.

Example: 2 (columns wide) x 3" high = 6"  
6 total column inches x \$9 = \$54\*  
\* plus digital presence charge of \$3.50

### Digital Presence Charge

Customer's ads appear in the Shopper's Guide online version. Website addresses within the ad are live and provide access to the customer's website. The digital presence charge is specific to the ad size and added to the total ad cost.

- Ad sizes up to 10": ad rate plus \$3.50
- Ad sizes over 10": ad rate plus \$10

### Full Color Rate

- Ad sizes up to 10": ad rate plus \$25
- Ad sizes 10½" to 24": ad rate plus \$50
- Ad sizes 24½" or more: ad rate plus \$100

### Spot Color Rate

- Ad sizes up to 10": ad rate plus \$20
- Ad sizes 10½" to 24": ad rate plus \$40
- Ad sizes 24½" or more: ad rate plus \$60

### COLUMN WIDTHS

1 column .....	1.625"
2 column .....	3.375"
3 column .....	5.125"
4 column .....	6.875"
5 column .....	8.625"
6 column .....	10.375"

### Half Page (2 SIZES)

10.375" w x 8" long .....	\$442
6.875" w x 12" long .....	\$442

### Full Page

10.375" w x 16" long .....	\$974
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## BUSINESS CARD SIZE — \$39.50

3.375" wide (2 columns) x 2" long

(Digital presence charge of \$3.50 is included in total ad cost shown)

w/ SPOT COLOR — ADD \$20

w/ FULL COLOR — ADD \$25

## 1 X 2 — \$21.50

1.625" wide  
(1 column)  
x 2" long

(Digital presence charge of \$3.50 is included in total ad cost shown)

w/ SPOT COLOR — ADD \$20

w/ FULL COLOR — ADD \$25

## 1/4 PAGE — \$226.00

5.125" wide (3 columns) x 8" long

(Digital presence charge of \$10 is included in total ad cost shown)

w/ SPOT COLOR — ADD \$40

w/ FULL COLOR — ADD \$50

## 2 X 3 — \$57.50

3.375" wide (2 columns) x 3" long

(Digital presence charge of \$3.50 is included in total ad cost shown)

w/ SPOT COLOR — ADD \$20

w/ FULL COLOR — ADD \$25

## 2 X 5 — \$93.50

3.375" wide (2 columns) x 5" long

(Digital presence charge of \$3.50 is included in total ad cost shown)

w/ SPOT COLOR — ADD \$20

w/ FULL COLOR — ADD \$25



413.528.0095  
ads@shoppersguideinc.com  
www.shoppersguideinc.com  
271 Main Street, Great Barrington, MA

**DISPLAY AD SAMPLE SIZES - \$9.00 pci\***

\* Total ad cost will include a digital presence charge specific to ad size. Shown is a sampling of our sizes. Many more sizes available.

**2 X 1 — \$21.50**

**3.375" wide (2 columns) x 1" long**

*(Digital presence charge of \$3.50 is included in total ad cost shown)*  
w/SPOT COLOR - ADD \$20 / w/FULL COLOR - ADD \$25

**2 X 2 1/2" — \$48.50**

**3.375" wide (2 columns) x 2.5" long**

*(Digital presence charge of \$3.50 is included in total ad cost shown)*  
w/ SPOT COLOR — ADD \$20  
w/ FULL COLOR — ADD \$25

**1 X 3 - \$30.50**

*(Digital presence charge of \$3.50 is included in total ad cost shown)*

**1.125" wide  
(1 column)  
x 3" long**

w/ SPOT COLOR — ADD \$20  
w/ FULL COLOR — ADD \$25

**2 X 8 — \$154.00**

**3.375" wide (2 columns) x 8" long**

*(Digital presence charge of \$10 is included in total ad cost shown)*

w/ SPOT COLOR — ADD \$40  
w/ FULL COLOR — ADD \$50

**2 X 4 — \$75.50**

**3.375" wide (2 columns) x 4" long**

*(Digital presence charge of \$3.50 is included in total ad cost shown)*  
w/ SPOT COLOR — ADD \$20  
w/ FULL COLOR — ADD \$25

**4 X 4 — \$154.00**

**6.875" wide (4 columns) x 4" long**

*(Digital presence charge of \$10 is included in total ad cost shown)*

w/ SPOT COLOR — ADD \$40  
w/ FULL COLOR — ADD \$50

## HALF PAGE (HORIZONTAL)

**6 X 8 — \$442.00**

10.375" wide (6 columns) x 8" long

*(Digital presence charge of \$10 is included in total ad cost shown)*

w/ SPOT COLOR — ADD \$60

w/ FULL COLOR — ADD \$100

**2 X 1 1/2" — \$30.50**

3.375" wide (2 columns) x 1.5" long

*(Digital presence charge of \$3.50 is included in total ad cost shown)*

w/ SPOT COLOR — ADD \$20

w/ FULL COLOR — ADD \$25

**3 X 3" — \$84.50**

5.125" wide (3 columns) x 3" long

*(Digital presence charge of \$3.50 is included in total ad cost shown)*

w/ SPOT COLOR — ADD \$20

w/ FULL COLOR — ADD \$25

**3 X 4" — \$118.00**

5.125" wide (3 columns) x 4" long

*(Digital presence charge of \$10 is included in total ad cost shown)*

w/ SPOT COLOR — ADD \$40

w/ FULL COLOR — ADD \$50

**2 X 4 1/2" — \$84.50**

3.375" wide (2 columns) x 4.5" long

*(Digital presence charge of \$3.50 is included in total ad cost shown)*

w/ SPOT COLOR — ADD \$20

w/ FULL COLOR — ADD \$25



# RATE SCHEDULE

SHOPPER'S GUIDE



**\$9.00 PER COLUMN INCH\***

\* The total ad cost includes a digital presence charge specific to your ad size.  
 (Ad sizes up to 10" add \$3.50 / Ad sizes over 10" add \$10.00)  
 Prices below reflect this additional charge.

2 Col. Inch.....	\$21.50
2.5.....	26.00
3..... <i>2 x 1 1/2</i>	30.50
3.5.....	35.00
4..... <i>2 x 2</i>	39.50
4.5.....	44.00
5..... <i>2 x 2 1/2</i>	48.50
5.5.....	53.00
6..... <i>2 x 3</i>	57.50
6.5.....	62.00
7..... <i>2 x 3 1/2</i>	66.50
7.5.....	71.00
8..... <i>2 x 4</i>	75.50
8.5.....	80.00
9..... <i>2 x 4 1/2</i>	84.50
9.5.....	89.00
10..... <i>2 x 5</i>	93.50
10.5..... <i>3 x 3 1/2</i>	104.50
11..... <i>2 x 5 1/2</i>	109.00
11.5.....	113.50
<b>12 (1/8th pg)..</b>	<b>118.00</b>
12.5.....	122.50
13..... <i>2 x 6 1/2</i>	127.00
13.5.....	131.50
14..... <i>2 x 7</i>	136.00
14.5.....	140.50
15..... <i>2 x 7 1/2</i>	145.00
15.5.....	149.50
16..... <i>2 x 8</i>	154.00
16.5.....	158.50
17.....	163.00
17.5.....	167.50
18..... <i>3 x 6</i>	172.00
19.....	181.00
19.5..... <i>3 x 6 1/2</i>	185.50

20.....	190.00
21.....	199.00
22.....	208.00
22.5.....	212.50
23.....	217.00
<b>24 (1/4 pg).....</b>	<b>226.00</b>
25.....	235.00
25.5.....	239.50
26.....	244.00
27.....	253.00
27.5.....	257.50
28.....	262.00
28.5.....	266.50
29.....	271.00
30.....	280.00
31.....	289.00
31.5.....	293.50
32.....	298.00
32.5.....	302.50
33.....	307.00
34.....	316.00
34.5.....	320.50
35.....	325.00
36.....	334.00
37.5.....	347.50
38.....	352.00
39.....	361.00
40.....	370.00
40.5.....	374.50
42.....	388.00
42.5.....	392.50
43.5.....	401.50
44.....	406.00
45.....	415.00
46.....	424.00

46.5.....	428.50
47.5.....	437.50
<b>48 (1/2 page).....</b>	<b>442.00</b>
50.....	460.00
51.....	469.00
52.....	478.00
52.5.....	482.50
54.....	496.00
55.....	505.00
56.....	514.00
57.....	523.00
57.5.....	527.50
58.....	532.00
60.....	550.00
62.....	568.00
62.5.....	572.50
63.....	577.00
64.....	586.00
65.....	595.00
66.....	604.00
67.5.....	617.50
69.....	631.00
70.....	640.00
72.....	658.00
72.5.....	662.50
75.....	685.00
77.5.....	707.50
78.....	712.00
80.....	730.00
81.....	739.00
84.....	766.00
87.....	793.00
90.....	820.00
93.....	847.00
<b>96 (full page).....</b>	<b>974.00</b>

**FIRST SECTION COVERS:**

**Small Front Cover .....**\$660  
 (7.75" w x 8.25" h) w/Full Color

**Small Back Cover.....**\$610  
 (7.75" w x 10.375" h) w/Full Color

**Large Back Cover .....**\$800  
 (10.375" w x 16" h) w/Full Color

**SECOND SECTION COVERS:**

**Front Cover.....**\$800  
 (10.375" w x 14" h) w/Full Color

**Large Back Cover .....**\$800  
 (10.375" w x 16" h) w/Full Color

**Charitable Rate:**

15% Discount  
 (reserved for charities:  
 Churches, Scouts, etc. with  
 less than \$5,000 gross receipts)

**Column Widths (inches)**

1 col.....	1.625"
2 col.....	3.375"
3 col.....	5.125"
4 col.....	6.875"
5 col.....	8.625"
6 col.....	10.375"

85% Line Screen  
 300 Resolution

**SPOT COLOR:**

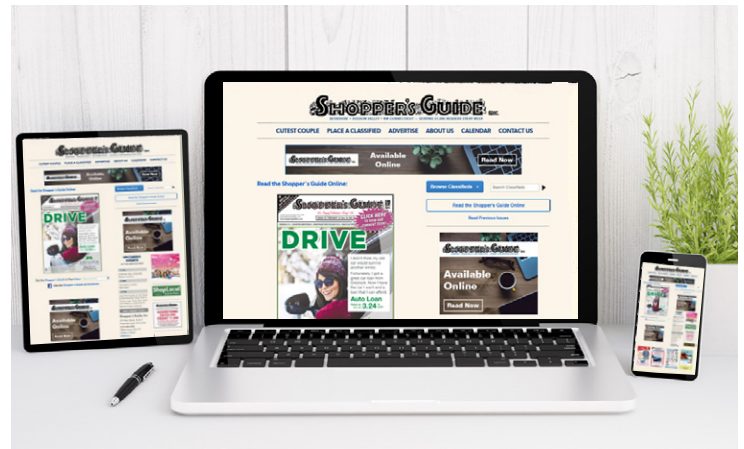
- Ad sizes up to 10" add  
Additional \$20.00
- Ad sizes 10.50" up to 24"  
Additional \$40.00
- Ad size 25" or more  
Additional \$60.00

**FULL COLOR:**

- Ad sizes up to 10"  
Additional \$25.00
- Ad sizes 10.50" up to 24"  
Additional \$50.00
- Ad size 25" or more  
Additional \$100.00

# DIGITAL ADVERTISING

Digital advertising is a vital part of any organization's marketing strategy, and the Shopper's Guide offers a solution for all of your digital marketing needs.



advertising  
on the  
Shopper's Guide  
website reaches...

Second Homeowners in the Area

And Area Classified Advertisers

Those folks, whose hard-earned dollars swell the till of your cash register during the season, stay in touch with life in the Berkshires and Taconics by way of the website [shoppersguideinc.com](http://shoppersguideinc.com). The attraction? The commercial conversation we have among ourselves on the pages of every issue of the Shopper's Guide. It turns out that the area's second homeowners, be they in Brooklyn or Brookline, want to listen in.

You can reach this very special audience through an ad on the Shopper's Guide website. A 728 x 90px leaderboard ad or a 300 x 250px medium box ad are priced right. Sold by the thousands of impressions, either a Leaderboard or a Medium box ad will connect you with just the customer you seek. And like radio, both ads can be "dayparted" to reach early risers, midday movers, or late-afternoon shakers, ready to spend their money on the good or service you offer.

All ads are full color, and when clicked upon, the ad links the reader to a landing page on your website. For more information, contact us.

**SHOPPER'S GUIDE INC.**  
BERKSHIRE • HUDSON VALLEY • NW CONNECTICUT — SERVING 57,000 READERS EVERY WEEK

PLACE A CLASSIFIED ADVERTISE ABOUT US CALENDAR CONTACT US

**LEADERBOARD AD**  
728 PX X 90 PX

Read the Shopper's Guide Online:

Browse Classifieds Search Classifieds

Read the Shopper's Guide Online

Read Previous Issues

**MEDIUM BOX AD**  
300 PX X 250 PX

**UPCOMING EVENTS IN THE BERKSHIRES**

- 17 Jan Claire Teague Senior Center
- 17 Jan to January 31, 2020 Uniform Sun, Paintings by John Gordon Gauld
- 18 Jan Heirloom Grape Varieties for the Home Garden
- 19 Jan Spruce - Fir Boreal Forest Snowshoe Trek and Track
- 19 Jan Drawing/Painting Art Session
- 19 Jan New Marlborough Village Association, Inc.
- 21 Jan Claire Teague Senior Center
- 21 Jan Sustainable Garden Care & Maintenance

**Benjamin Moore**  
**HERRINGTON'S**

**LATE SUMMER PAINT EVENT**  
\$7 OFF  
\$4 OFF

**LAWN & GARDEN CARE**  
AD HEADLINE: 11:00 AM

**Here's the Dish On Dining**

**SUMMER CAMPS**

SHOPPER'S GUIDE



413.528.0095  
ads@shoppersguideinc.com  
www.shoppersguideinc.com  
271 Main Street, Great Barrington, MA

# INSERT ADVERTISING

Looking for a high impact way to advertise your business? Consider using the Shopper's Guide to target and deliver your pre-printed advertising insert. Inserts are great for:

- Advertising Circulars
- Restaurant Menus
- Special Event Flyers
- Store Coupons
- Promotional Postcards

Insert into all direct mailed and drop-off distributed issues of the weekly Shopper's Guide or to just the zip codes you are looking to reach. Zip codes available for inserts are shown at right.

## SCHEDULING DEADLINE

Two weeks prior to insertion is recommended

## DELIVERY DEADLINE

Friday prior to insertion. Delivery hours 7 am to 3 pm.

## DELIVERY ADDRESS

Berkshire Eagle  
Attention: Neil Wesley  
75 South Church Street, Pittsfield, MA 01201  
(413) 404-7022

## COVER SHEET TO INCLUDE

- Name of Insert
- Insertion Date
- Publication: Shopper's Guide, Great Barrington, MA
- Quantity Shipped

## INSERT SIZE

Quarter folding is required for pieces larger than 8 1/2" x 11"

## PRICING

Pricing starts at \$55 per thousand (up to 1/2 ounce piece). There is a slight increased cost per thousand based on the weight of the piece.

Please call Cathy Brandt if you have additional questions at (413) 528-0095.

Shopper's Guide



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ads@shoppersguideinc.com  
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271 Main Street, Great Barrington, MA

SHOPPER'S GUIDE

## ZIP CODES available for inserts

### MASSACHUSETTS

TOWN	ZIP CODE	MAILED	DROP-OFFS
EAST OTIS	01029	315	
ASHLEY FALLS	01222	400	
GLENDALE	01229	65	
GREAT BARRINGTON	01230	3,620	
HOUSATONIC	01236	825	
MILL RIVER	01244	180	
MONTEREY	01245	160	
OTIS	01253	455	
SANDISFIELD	01255	310	
SHEFFIELD	01257	1,264	
SOUTH EGREMONT	01258	350	
SOUTHFIELD	01259	310	
STOCKBRIDGE	01262	775	
TYRINGHAM	01264	40	
WEST STOCKBRIDGE	01266	800	
AREA DROP-OFFS			1,725
TOTAL MAILED:	9,869	*Amount varies slightly due to seasonal distribution	
TOTAL DROP-OFFS:	1,725		

**TOTAL COVERAGE: 11,594\***

### CONNECTICUT

TOWN	ZIP CODE	MAILED	DROP-OFFS
CANAAN	06018	670	
EAST CANAAN	06024	75	
FALLS VILLAGE	06031	580	
RR#11 (CANAAN)		605	
RR#12 (CANAAN)		510	
LAKEVILLE	06039	1,105	
SALISBURY	06068	785	
TACONIC	06079	56	
AREA DROP-OFFS			125
TOTAL MAILED:	4,386	*Amount varies slightly due to seasonal distribution	
TOTAL DROP-OFFS:	125		

**TOTAL COVERAGE: 4,511\***

### NEW YORK

TOWN	ZIP CODE	MAILED	DROP-OFFS
COPAKE	12516	910	
COPAKE FALLS	12517	200	
HILLSDALE	12529	1,538	
MILLERTON	12546	1,130	
AREA DROP-OFFS			300
TOTAL MAILED:	3,778	*Amount varies slightly due to seasonal distribution	
TOTAL DROP-OFFS:	300		

**TOTAL COVERAGE: 4,078\***

TOWN	ZIP CODE	MAILED	DROP-OFFS
MISC.	-012	41	

### TOTAL DISTRIBUTION

**TOTAL MAILED: 18,074**  
**TOTAL DROP-OFFS: 2,150**  
**TRI-STATE COVERAGE: 20,224\***

# PICKUP LOCATIONS

In addition to our Direct Mailing, E-Delivery and Online version, the Shopper's Guide is

**ALSO AVAILABLE AT THESE KEY HIGH TRAFFIC LOCATIONS**

## massachusetts

### EAST OTIS

Papa's Healthy Food & Fuel

### EGREMONT

Old Egremont Store (North Egmt.)

### HOUSATONIC

Aberdales

### GREAT BARRINGTON

Agway  
Barrington Bagel  
Berkshire Co-op Market  
Big Y Supermarket  
Carr Hardware

Domaney's  
Four Brothers Pizza Inn  
Gorham & Norton  
Guido's  
Kwik Print  
Lipton Mart Mobil  
Plaza Package  
Post Office (Distribution Box)  
Shell Gas Station  
Shopper's Guide Office  
Sunoco Station  
Taft Farm  
Trotta's Liquor Store  
XtraMart Convenience

### LEE

Ben's Clothing  
Berkshire Wine & Spirits  
Big Y  
East Lee Package Store  
Lee Town Hall (Distribution Box)  
Lipton Mart Mobil

### LENOX

Carr Hardware  
Family Footwear / Nejaimes  
Loeb's Foodtown  
Market 32

### PITTSFIELD

Berkshire Wine & Liquor  
Hot Harry's  
Pizza House  
Stop & Shop  
(Both Locations: Dan Fox Dr. & Merrill Rd.)

### SHEFFIELD

Silk's Variety

### STOCKBRIDGE

Main Street Cafe  
Red Lion Inn

### WEST STOCKBRIDGE

Public Market

## new york

### CHATHAM

Agway  
American Pie Atrium  
Chatham Brewery  
Citgo Gas Station  
Main Street Goodness

### CLAVERACK

Agway

### COPAKE

Church Street Deli

### CRARYVILLE

AmeriStop Food Mart  
Gulf Gas Station

### GHENT

Hawthorne Valley Farm Store  
White Stone Cafe

### HILLSDALE

IGA Supermarket  
Gulf Gas Station

### MARTINDALE

Chief Diner  
XtraMart Convenience

## connecticut

### CANAAN

XtraMart/Dunkin'

### SALISBURY

LaBonne's Market

### SHARON

Sharon Farm Market

**SHOPPER'S GUIDE** INC.

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271 Main Street, Downtown Great Barrington, MA 01230 • 413-528-0095