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Smart Shopper

WEEKLY MAILED ADVERTISING PUBLICATION
CIRCULATION OVER 24,800

COLUMN WIDTHS:

1 Column	1 7/8"
2 Columns	3 3/4"
3 Columns	5 5/8"
4 Columns	7 1/2"
Front Cover Ad Size	7 1/2" W x 7 1/4 H
PAGE SIZE	8 1/2" W x 10" H

PRICE PER COL. INCH

\$7.50

PREMIUM PAGES:

Front Page - \$425 Full Color
Back Cover & Page 3 - \$395 Full Color
Page 2, Page 5 or Inside Back Cover - \$385 Full Color
(Premium Pages are typically scheduled in advance - call for availability)

DISPLAY AD SIZES & RATES

Ad sizes may be reduced slightly to accommodate printing requirements

Size	1 column wide	2 column wide	3 column wide	4 column wide	Page size	B&W	Full Color
2	1 7/8 x 2	3 3/4 x 1				\$15.00	\$30.00
3	1 7/8 x 3	3 3/4" x 1.5	5 5/8 x 1			\$22.50	\$37.50
4	1 7/8 x 4	3 3/4 x 2	5 5/8 x 1.33	7 1/2 x 1		\$30.00	\$45.00
5	1 7/8 x 5	3 3/4 x 2.5	5 5/8 x 1.66	7 1/2 x 1.25		\$37.50	\$52.50
6	1 7/8 x 6	3 3/4 x 3	5 5/8 x 2	7 1/2 x 1.5		\$45.00	\$60.00
7	1 7/8 x 7	3 3/4 x 3.5	5 5/8 x 2.33	7 1/2 x 1.75		\$52.50	\$67.50
8	1 7/8 x 8	3 3/4 x 4	5 5/8 x 2.66	7 1/2 x 2		\$60.00	\$75.00
9	1 7/8 x 9	3 3/4 x 4.5	5 5/8 x 3	7 1/2 x 2.25		\$67.50	\$82.50
10	1 7/8 x 10	3 3/4 x 5	5 5/8 x 3.33	7 1/2 x 2.5	1/4 Page	\$75.00	\$90.00
11		3 3/4 x 5.5	5 5/8 x 3.66	7 1/2 x 2.75		\$82.50	\$99.00
12		3 3/4 x 6	5 5/8 x 4	7 1/2 x 3		\$90.00	\$108.00
13		3 3/4 x 6.5	5 5/8 x 4.33	7 1/2 x 3.25		\$97.50	\$117.00
14		3 3/4 x 7	5 5/8 x 4.66	7 1/2 x 3.5		\$105.00	\$126.00
15		3 3/4 x 7.5	5 5/8 x 5	7 1/2 x 3.75		\$112.50	\$135.00
16		3 3/4 x 8	5 5/8 x 5.33	7 1/2 x 4		\$120.00	\$144.00
17		3 3/4 x 8.5	5 5/8 x 5.66	7 1/2 x 4.25		\$127.50	\$153.00
18		3 3/4 x 9	5 5/8 x 6	7 1/2 x 4.5		\$135.00	\$162.00
19		3 3/4 x 9.5	5 5/8 x 6.33	7 1/2 x 4.75		\$142.50	\$171.00
20		3 3/4 x 10	5 5/8 x 6.66	7 1/2 x 5	1/2 Page	\$150.00	\$180.00
21			5 5/8 x 7	7 1/2 x 5.25		\$157.50	\$189.00
22			5 5/8 x 7.33	7 1/2 x 5.5		\$165.00	\$198.00
23			5 5/8 x 7.66	7 1/2 x 5.75		\$172.50	\$207.00
24			5 5/8 x 8	7 1/2 x 6		\$180.00	\$216.00
25			5 5/8 x 8.33	7 1/2 x 6.25		\$187.50	\$225.00
26			5 5/8 x 8.66	7 1/2 x 6.5		\$195.00	\$234.00
27			5 5/8 x 9	7 1/2 x 6.75		\$202.50	\$243.00
28			5 5/8 x 9.33	7 1/2 x 7		\$210.00	\$252.00
29			5 5/8 x 9.66	7 1/2 x 7.25		\$217.50	\$261.00
30			5 5/8 x 10	7 1/2 x 7.5	3/4 Page	\$225.00	\$270.00
31				7 1/2 x 7.75		\$232.50	\$279.00
32				7 1/2 x 8		\$240.00	\$288.00
33				7 1/2 x 8.25		\$247.50	\$297.00
34				7 1/2 x 8.5		\$255.00	\$306.00
35				7 1/2 x 8.75		\$262.50	\$315.00
36				7 1/2 x 9		\$270.00	\$324.00
37				7 1/2 x 9.25		\$277.50	\$333.00
38				7 1/2 x 9.5		\$285.00	\$342.00
39				7 1/2 x 9.75		\$292.50	\$351.00
40				7 1/2 x 10	Full Page	\$300.00	\$360.00

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