

ANN ARBOR NORTH

Monthly Shopper

248-684-9433

Fax: 248-684-4991

Email: MonthlyShoppers@MonthlyShoppers.com www.MonthlyShoppers.com

29 Years Of Helping Businesses Grow ESTABLISHED IN 1981

Ann Arbor North Distribution Area & Rates

Zip Codes 48105 & 48104 North

- Reach Over 27,000 Households in Northern Ann Arbor Monthly
- 100% Saturation In Your Market Area by Direct Mail
- Affordable Rates
- Multiple Issue/Zone Discounts
- Free Ad Design
- Gloss Pages Available

"The Monthly Shopper has generated great results for Todd's Services. They are very responsive and easy to work with."

- D. Murphy,
Todd's Services, Inc.

"The Monthly Shopper has been an excellent source of advertising for our company since 1994. Superb value and return for your investment."

- Dan Belanger, Overhead Door and Fireplace

"The Monthly Shopper is our number one source for new patients."

- Randy Allain, D.D.S.



OPEN RATE	Full Page	1/2 Page	1/4 Page	1/8 Page	
Full Color	\$433	\$258	\$168	\$131	
Black & One Color	\$365	\$210	\$135	\$100	
Black Only	\$325	\$190	\$115	\$85	
2-5 Issues/Zones	Full Page	1/2 Page	1/4 Page	1/8 Page	
Full Color	\$407	\$237	\$158	\$115	
Black & One Color	\$340	\$200	\$125	\$95	
Black Only	\$315	\$180	\$105	\$80	
6-8 Issues/Zones	Full Color	\$380	\$227	\$147	\$110
Black & One Color	\$330	\$190	\$115	\$85	
Black Only	\$305	\$170	\$95	\$70	
9-11 Issues/Zones	Full Color	\$370	\$216	\$143	\$105
Black & One Color	\$325	\$185	\$105	\$80	
Black Only	\$295	\$165	\$90	\$65	
12+ Issues/Zones	Full Color	\$354	\$205	\$136	\$100
Black & One Color	\$315	\$180	\$100	\$75	
Black Only	\$285	\$160	\$85	\$60	



www.MonthlyShoppers.com (248) 684-9433

Front and Back Covers by Reservation Only (Additional Position Charge \$100 Plus Glass Charge \$60)
 Inside Glass Pages: Full Page \$60, 1/2 Page \$35, 1/4 Page \$25, 1/8 Page \$20

COPY DUE AND IN-THE-HOME DATES

ISSUE	COPY DUE	IN-THE-HOME	Sep. 2010	August 23	September 7
June 2010	May 24	June 8	Oct. 2010	September 20	October 5
July 2010	June 21	July 6	Nov. 2010	October 25	November 9
Aug. 2010	July 26	August 10	Dec. 2010	November 22	December 7

Are You Ready to Place an Ad? Here's What To Do Next

Prepare Your Copy and Art. A simple handwritten version of what you want to say will do. If you are giving us any artwork or photos as a computer file, it must be in one of these formats: TIFF, EPS, PDF or JPEG. If you choose to do the entire ad yourself, please follow these specifications:

- The exact size of your ad must be: 1/8 Page: 3.4" x 2.185", 1/4 Page: 3.4" x 4.56", 1/4 page horizontal: 7" x 2.185", 1/2 Page: 7" x 4.56", 1/2 page vertical: 3.4" x 9.31", Full Page: 7"x9.31", Front Cover 7"x8".
- For a 2-color ad, use 100% black and 100% cyan (we will convert the cyan to our actual second color for the month).
- For a full-color ad, make sure it is in CMYK format.
- Your finished ad must be either a PDF or an EPS, with all fonts and artwork embedded.

LET US PRINT AND DELIVER YOUR GLOSSY FLYERS

50# Gloss, Full Color, Both Sides

Prices Are Per Household (Includes design, printing and inserting)

HAND
INSERTED
FOR
ACCURACY

8x10½

25,000-59,999 ... \$.050
 60,000-99,999 ... \$.045
 100,000 \$.044

10 3/8 x 10 3/8

25,000-59,999 ... \$.055
 60,000-99,999 ... \$.050
 100,000 \$.045

If you already have inserts printed - Insert With Us

1-3 Zones - \$32.00 per thousand
 4-6 Zones - \$31.00 per thousand
 7-9 Zones - \$30.00 per thousand

MINI 5,000 - \$40.00 per thousand
 ZONE 10,000 - \$37.00 per thousand
 PRICES: 15,000 - \$35.00 per thousand

WE HAVE NINE ADDITIONAL SHOPPERS TO CHOOSE FROM CALL FOR PRICING

West Bloomfield-Keego Harbor, North Farmington, Lakes Central, Novi, Highland-Milford-Hartland,
 Lakes South, South Lyon-Whitmore Lake, Clarkston-N. Waterford, Waterford-White Lake

In addition to reaching as many as 220,000 homes in the mail, your ad also automatically appears on our website...with a free link to your website.

Check it out at www.MonthlyShoppers.com

Counts will vary from time to time as the Post Office adds or subtracts addresses

Call (248) 684-9433

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