

Gateway Shopper

RATE CARD

SHOPPING • CLASSIFIEDS • ENTERTAINMENT • LIFESTYLE

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Dawn Marchand, Multimedia Sales Executive • Reinette Arbogast, Multimedia Sales Executive

OFFICE

205 East Chicago Road, P.O. Box 99
Sturgis, Michigan 49091

Local Calls: 269-651-2944

Toll Free: 1-800-525-8673

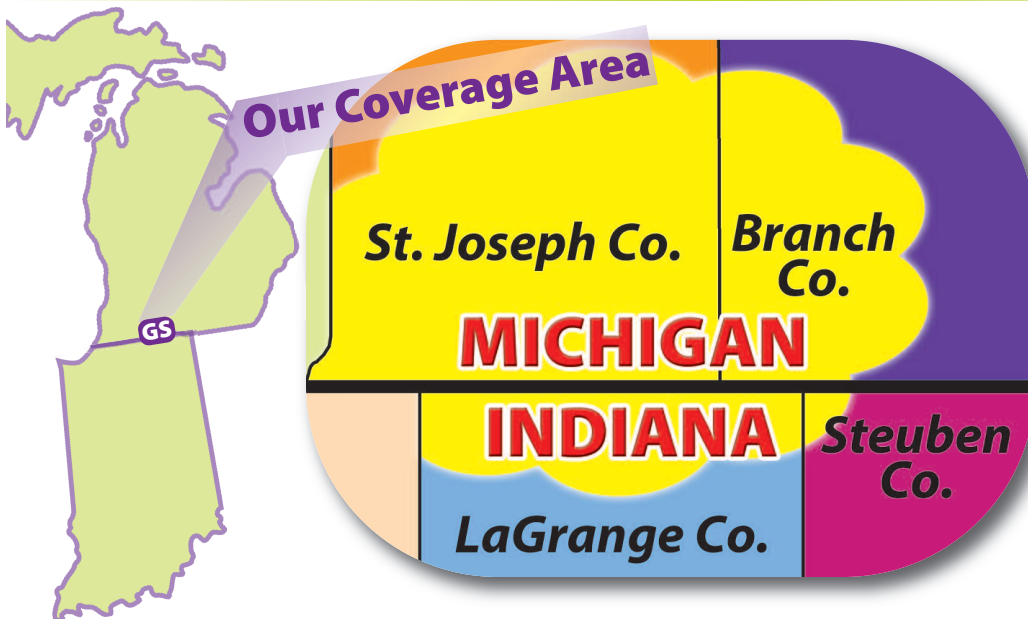
Fax: 269-651-8855

Email: info@thegatewayshopper.com

Website: www.thegatewayshopper.com

DELIVER PREPRINTS TO:

133 N. Winter St. • Adrian, MI 49221



Total Coverage of
OVER 15,000 PAPERS DELIVERED EVERY TUESDAY

to Town & Rural Addresses, and Store Racks in Michigan, and to Store Racks in Indiana

15,000+ PAPERS DELIVERED WEEKLY TO THE FOLLOWING MICHIGAN & INDIANA COUNTIES AND TOWNS WITH ZIP CODES...

DELIVERED TO HOMES AND STORE RACKS IN:

BRANCH COUNTY, MI: Bronson 49028

ST. JOSEPH COUNTY, MI: Burr Oak 49030, Centreville 49032, Colon 49040, Constantine 49042, Nottawa 49075, Sturgis 49091, White Pigeon 49099

STEBEN COUNTY, IN: Orland 46776

DELIVERED TO STORE RACKS IN:

LAGRANGE COUNTY, IN: Howe 46746, LaGrange 46761, Shipshewana 46565

DISPLAY ADVERTISING RATES

Gateway Shopper
ROP ads only.

OPEN RATE

No special pricing.

\$9.12* PCI

(PER COLUMN INCH)

*To determine amount of column inches, multiply the ad columns by height.

13 CONSECUTIVE WEEKS CONTRACT

10"+\$5.75 PCI

8-9"\$6.00 PCI

6-7"\$6.25 PCI

4-5"\$6.50 PCI

ADD COLOR

\$125.00**

Color on ads less than 40"=

\$3.00** PCI

**In addition to column inch cost.

DEADLINES FOR TUESDAY PUBLICATION: Display ads requiring proofs are 4 pm on Thursday. All other classified and display ads are 4 pm on Friday. In the case of a Monday holiday, all deadlines are 24 hours earlier.

COMMON AD SIZES: Front Cover 10.58" x 13" • Back Cover 10.58" x 16" • Front Page Corner 3.443" x 2.9" • Front Page Banner 10.58" x .9" Full Page 10.58" x 16" • Half Page Horizontal 10.58" x 7.9" • Quarter Page 5.227" x 7.9" • Eighth Page 5.227" x 3.9" • Bus. Card 3.443" x 1.9"

EXACT DIMENSIONS FOR COLUMN WIDTHS: 6 col. 10.58" • 5 col. 8.796" • 4 col. 7.012" • 3 col. 5.227" • 2 col. 3.443" • 1 col. 1.659"

EXACT DIMENSIONS FOR COLUMN HEIGHTS (Excluding Covers & Full Pages): Full Inch - .9" • Half Inch - .4"

GATEWAY SHOPPER MARKETING SOLUTIONS

PRINT MARKETING

CLASSIFIED ADS

A staple of print advertising, our classified ads are a reasonable way to list items for sale or garage sales. **15 words or less is \$10.85. Each additional word is 20¢. Add a border for \$1.00 Reverse the ad for \$2.00**

DISPLAY ADS

Communicate to our large audience the products and services your company has to offer. We offer many sizes and prices to suit your needs and budget. See the other side for prices per column inch and common sizes.

SPONSOR A GAME

With high reader engagement, you can sponsor a crossword puzzle, a cryptogram or word search. **Ranging from \$15-\$30 weekly**, or we can find another game that our readers will enjoy.

NEIGHBORS COLUMN

We help neighbors connect with each other to find hard-to-find items or just get give their treasures to someone who can use them. A 1 col. x 2" ad is only **\$12 per week**.

13-WEEK DISPLAY ADVERTISING AGREEMENT

Increase the visibility of your business by taking advantage of the our 13-week advertising plan. Consistent advertising is the key to successful advertising. Keep your business name in front of potential customers and they'll think of you first.

AD ENHANCE

Get closer to the top of Google searches! Ad Enhance is separate from our online print edition. The cost for this cutting edge advertising tool is your regular print ad cost plus **\$10**. Don't forget to ask for it when you place your ad!

FIND & SAVE COLOR ADS

An extremely economical choice, business card sized Find & Save ads are full color. You must run a coupon to qualify.

FRONT PAGE TOP RIGHT CORNER AD

Corner ads are 3 columns by 2 inches. They are in the top right corner of the front page and only cost **\$82 per run** which includes Ad Enhance!!

FRONT PAGE LOWER BANNER AD

Banner ads are 6 columns by 1 inch. These ads run under the cover ad and also only cost **\$82 per run** which includes Ad Enhance!!

PRE-PRINT INSERTS

Have your own flyer you'd like us to distribute? Choose from full coverage to specific areas. The rates for pre-prints are:
10,001 & Up.....\$48/1000
5,001 - 10,000\$52/1000
Up to 5,000\$56/1000

PRINT & DELIVER INSERTS

You'd like to advertise a special flyer and need someone to create it? We can do that! Our graphic designer will translate your ideas into stunning, full color, glossy advertisements. The rates for these inserts start as low as **\$57/1000*** for the **printing and delivery**.
*minimum quantity is 10,000

DIGITAL MARKETING

CALL TRACKING

Bring your business out of the shadows.

EMAIL MARKETING

Email send – from beginning to end.

INTERACTIVE VIDEO

Make an impact in less than a minute.

LIVE CHAT LEADS

Provide the best customer service.

LOGO CREATION

Make a strong impression.

MOBILE WEBSITE DESIGN

Customers should be able to find you from anywhere.

ONTARGET - DISPLAY ADVERTISING

Reach the right audience every time.

REPUTATION MONITORING

Know what your customers are saying about you.

RETARGETING

Regain lost customers.

SEARCH ENGINE MARKETING

Delivering new customers to your business.

SEARCH ENGINE OPTIMIZATION

Drive organic traffic with cutting-edge SEO.

SOCIAL ADVERTISING

Expand your reach on the world's largest social media channels.

THRIVEHIVE GUIDED MARKETING PLATFORM

The power to do what you love.

CALL TRACKING

Bring your business out of the shadows.

PACKAGES

LOCAL LISTING BUILDER

Get listed - get found - get customers.

SOCIAL CONVERSATIONS

How many places do you shine?

TOTAL WEBSITE PLUS

A professional website PLUS ThriveHive Guided Marketing Platform.

TOTAL WEBSITE PLUS WITH LOCAL LISTINGS BUILDER

A professional website, our ThriveHive Guided Marketing Platform, AND the ability to get found online.



Sturgis Journal
Gateway Shopper
Shoreline Magazine