

• RATE CARD •

SHOPPER

A Team Media Publication

Publishing in our 34th year!

Louisiana & Mississippi's
Largest Classified Paper

Shopper Rates

STANDARD SIZES Black & White Ads	Open	4X	13X	26X	52X
Full page	\$600.00	\$500.00	\$400.00	\$375.00	\$300.00
Junior page	550.00	475.00	375.00	350.00	275.00
3/4 page	520.00	450.00	350.00	325.00	260.00
1/2 page	400.00	350.00	325.00	300.00	200.00
1/4 page	250.00	225.00	215.00	200.00	125.00
1/8 page	150.00	90.00	85.00	80.00	75.00
1/16 page	90.00	55.00	50.00	45.00	40.00
2x2	70.00	40.00	37.00	35.00	30.00
1x1	25.00	20.00	18.00	17.00	15.00
Double Truck (Center spread w/ full 4 color)	\$1100	\$1050	\$1000	\$950	\$900

Premium Positions:

Shopper Outside Covers (with full color)

1. Top Left Qtrr (37P5x26P) \$400.00
2. Top Right Qtrr (27Px35P) \$400.00
3. Lower Left Qtrr (30P4x22P) \$400.00
4. Lower Right Qtrr (30Px34P6) \$400.00
5. Top Banner Ad \$50.00

Inside Premium Cover Pages

- Inside Full Page (pg 2, 3 or Last 2 Inside Pages) \$700.00
- Inside 1/2 Page (pg 2, 3 or Last 2 Inside Pages) \$600.00
- Inside 1/4 Page (pg 2, 3 or Last 2 Inside Pages) \$350.00

Contracts and Terms

We offer 4, 13, 26, 52 Week Contracts in which the ads run consecutively. If a contract is cancelled before term, the cost of the ad will revert to the price for whatever period the ad has run. All contracts must be signed by owner(s). Frequency Discounts: Applies to consecutively placed ads only. Does not require advertiser to run the same size ad.

Terms

All accounts are due 30 days from the date of the insertion contract. 1 1/2 percent interest will be added after 30 days, and if not paid in 30 days, The Shopper has the option to refuse any further ads. If an account is placed for collection, all collection fees (and/or) attorney fees, and court costs, will be the responsibility of the customer.

New accounts under \$200.00 must be paid for in advance..

Advertising Agency Commission

A 15 percent commission will be given to Advertising Agencies on all rates for camera ready copy ads supplied by agency. Agencies are fully liable for all charges for advertising placed on behalf of their clients. The 15 percent commission will not be given on accounts which are over 90 days past due.

Issue Deadlines

Each issue is published on Wednesday of every week. Display ad deadline is every Monday at 12:00 p.m.

The Shopper • 8252 W. El Cajon Dr., Baton Rouge, LA 70815 • 1-866-388-7525 • Fax (1-866-388-7525

Providing the public with FREE advertising, news you can use, humor, the Entertainment Guide "Let The Good Times Roll" and the Business Journal "Executive Digest" Email: adlayout@aol.com