

The Freeborn County SHOPPER

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Published Every Tuesday

DISPLAY DEADLINES: 5pm Thursday prior to issue date.
(Some holiday exceptions.)

www.freeborncountyshopper.com

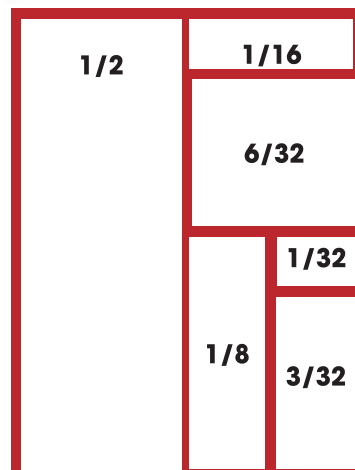
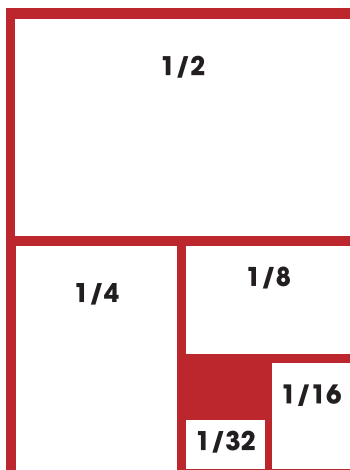
DISPLAY RATES

Size	Weekly Rates	
Based on 32 Modular Layout	Rate Per Issue	Rerun or Austin Pickup Per Issue
Full page	1,408	1,088
3/4 page	1,056	816
1/2 page	704	544
1/4 page	352	272
6/32 page	264	204
1/8 page	176	136
3/32 page	132	102
1/16 page	88	68
1/32 page	44	34

COLOR RED COLOR \$45 FULL COLOR \$125

AD SIZES

Modular format (4 columns, each column is 2.41")	
Full pg size	10.2" w x 11.4" t
1/2 pg size	10.2" w x 5.58" t or 5" w x 11.4" t
1/4 pg size	5" w x 5.58" t or 10.2" w x 2.71" t or 2.41" w x 11.4" t
6/32 pg size	5" w x 4.15" t or 7.58" t x 2.71" t or 2.41" w x 8.5" t
1/8 pg size	5" w x 2.71" t or 2.41" w x 5.58" t or 10.2" w x 1.3" t
3/32 pg size	2.41" w x 4.15" t or 7.58" w x 1.3" t
1/16 pg size	2.41" w x 2.71" t or 5" w x 1.3" t
1/32 pg size	2.41"x1.3"



AUDIENCE MARKET SURVEY

**Freeborn County Shopper's
Total Circulation: 16,446**

Receivership & Readership:

- **95.3%** of those surveyed said they receive the Freeborn County Shopper on a regular basis
- **71.1%** of those people said they regularly read or look through the Freeborn County Shopper
- **75.2%** of people said they frequently purchase products or services from ads in the Freeborn County Shopper
- Average readers per edition during the audit period **1.75***



*Results from telephone survey conducted in 2017 by the Circulation Verification Council

We offer targeted digital marketing solutions including;

- Geo-fencing
- Key words and phrases
- Site retargeting
- Email marketing

*We can design and host your website.
We have competitive pricing and local customer service.*