



The Town & Country SHOPPER

LOCALLY AND FAMILY OWNED AND OPERATED FOR **53** YEARS

Bringing More To Your Front Door!

RATE CARD

Rates Effective January 1, 2024

20,000+ Circulation
Weekly to 20+ Towns

With blanket coverage, your ad will reach
EVERY HOME, EVERY WEEK

Mailing: PO Box 466 | Location: 609 5th Avenue, Brookings, SD 57006

Phone: 605-692-9311 | Email: Shopper@Brookings.net

www.TownAndCountrySHOPPER.net



DISPLAY ADVERTISING RATES

Weekly Deadline: Friday by Noon, prior to Tuesday publication date
Standard Rate: \$9.00/column inch

Color Rate: Color is available on select pages; additional charge applies

1-4" = \$25 | 5-20" = \$50 | 21-40" = \$75 | 41-90" = \$100

*See other side for circulation maps and Extended Network rates.

Column Width: 1 column equals 1.667 inches

Column Height: 1 inch increments (no 1/2 inches)

Front Page Size: 6 columns wide x 13 inches tall

Inside & Back Page Size: 6 columns wide x 15 inches tall

		Column Width (Inches)					
		1 (1.667")	2 (3.417")	3 (5.167")	4 (6.917")	5 (8.667")	6 (10.417")
Height (Inches)	(1")	# of columns wide x # of inches tall = total column inches Total column inches x \$9.00 = total price/week Ad Size Example: 2 columns wide x 4 inches tall = 8 column inches 8 column inches x \$9.00 = \$72/week					
	(2")						
	(3")						
	(4")						
	(5")						
	(6")						
	(7")						
	(8")						
	(9")						
	(10")						
	(11")						
	(12")						
	(13")						
	(14")						
	(15")						

CLASSIFIED ADVERTISING RATES

Weekly Deadline: Friday by Noon, prior to Tuesday publication date

\$9.00 minimum (10 words) | 5¢ per additional word

Additional 50¢ for **BOLD PRINT** | Additional 50¢ for a **BOX** around ad

Categories of Classified Placement

Upcoming Events | Rummage Sales | Pets | Services
Recreation | Employment | Miscellaneous | Real Estate
Vehicles | Farm | Livestock

INSERT RATES

Insert Deadline: Minimum of one week prior to Tuesday publication date (CPM: 1,000)

Size	Cost (per insert)	Total
1-8 TAB generally .6 oz or less	\$.065	\$65.00 CPM
9-12 TAB generally .8 oz	\$.075	\$75.00 CPM
13-16 TAB generally 1.0 oz	\$.085	\$85.00 CPM
17-20 TAB generally 1.2 oz	\$.095	\$95.00 CPM
21-24 TAB generally 1.4 oz	\$1.05	\$105.00 CPM
25 TAB or above over 1.4 oz		CALL FOR PRICING

INSERT DISTRIBUTION

Distribution by Zip Code: Areas and/or quantities optional

City	Zip Code	Rural	City	Total
BROOKINGS	57006	6,645	4,091	10,736
AURORA	57002	515	130	645
VOLGA	57071	1,250	100	1,350
SINAI	57061	0	60	60
ELKTON	57026	446	196	642
RUTLAND	57057	70	0	70
COLMAN	57017	355	179	534
FLANDREAU	57028	430	0	430
EGAN	57024	180	0	180
NUNDA	57050	61	23	84
OLDHAM	57051	95	40	135
WHITE (Includes Bushnell)	57276	300	206	506
BRUCE	57220	270	77	347
ARLINGTON (Includes Hetland)	57212	665	245	910
ESTELLINE	57234	330	180	510
TORONTO	57268	124	109	233
ASTORIA	57213	65	62	127
CLEAR LAKE	57226	550	239	789
LAKE PRESTON	57249	385	135	520
BRANDT	57218	68	34	102
HENDRICKS, MN	56136	637	100	737
LAKE BENTON, MN	56149	513	117	630
SUBSCRIPTIONS				50
RACKS	57006			650
TOTALS:		13,954	6,323	20,977

OVERAGE: A 1.5% INCREASE IN INSERTS IS REQUESTED TO COVER ACCIDENTAL DAMAGE AND/OR CHANGE IN DISTRIBUTION THROUGHOUT THE CALENDAR YEAR.

INSERT MEASUREMENTS: 8.5" w x 11" h and larger, **MUST BE** folded in half and meet all USPS mailing regulations.

PLEASE NOTE: If we (or our printing firm) have to fold inserts to meet

USPS regulations, a fee of \$20/1,000 will apply.

**INSERT
SHIPPING
ADDRESS**

Forum Printing SF
5208 Annika Ave North
Sioux Falls, SD 57107

THE TOWN & COUNTRY SHOPPER ADVANTAGE

- **COMPLETE COVERAGE** of Brookings County, parts of 6 other counties **PLUS** out-of-the coverage area subscribers.
- Delivery to **22 different ZIP CODES**.
- We are a **FREE PAPER**, yet our rates are the **LOWEST**.
- **NO CONTRACTS, NO MINIMUM QUOTAS** required. Advertise as your budget allows.
- Available in **PRINT** delivered to mailboxes weekly via the U.S. Postal Service.
- Available **ONLINE** 24/7 at www.townandcountryshopper.net
Thousands of unique visitors and page views every month, while our audience grows daily!
- Our **EXTENDED NETWORK** nearly doubles the reach of your ad for a fraction of the cost! Less **CONTACTS** for you and streamlines **BILLING PROCESS**.

Visit our website to view online editions of The Town & Country SHOPPER and additional information.

You can also submit ads via our website!

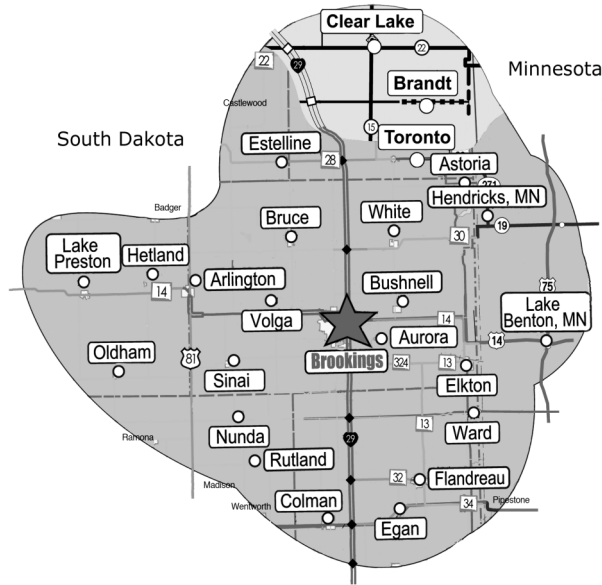
www.TownAndCountrySHOPPER.net

Like us on Facebook



OUR CIRCULATION

(South Zone)



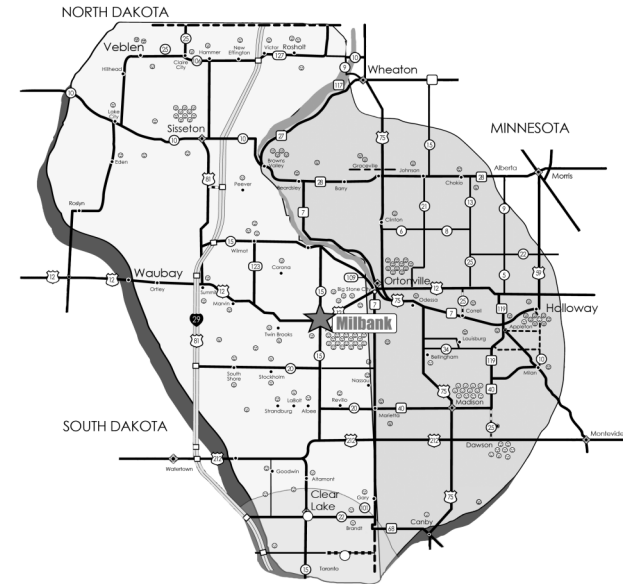
20,977 copies

published every Tuesday

Delivery to in-town racks and businesses Tuesday afternoon
U.S. Postal mail delivery every Wednesday

EXTENDED NETWORK CIRCULATION

(North Zone)



17,897 copies

published every Monday

U.S. Postal mail delivery every Monday

EXTENDED NETWORK DISPLAY ADVERTISING RATES

Display Deadline: Wednesday by 10am, prior to Monday publication date

Standard Rate: \$15.50/column inch

*Rate includes placement in BOTH the SHOPPER and Extended Network Publications

Color Rate: Call for pricing

Combined
Network
Circulation

OVER 38,000

*Larger maps available upon request.

*The Town & Country SHOPPER reserves the right to adjust rates at any time. Rate adjustment notifications will be sent in advance.

*Ad cancellations must be made before Noon on Friday. There are also particular exceptions for deadlines due to holidays. Please check ahead of time to be aware of those dates.

*Display and classified ad placement is the publisher's decision (classifieds will be placed in the chosen category). Adjustments and refunds will not be given for ad placement. Placement may be requested and will be considered but is under no circumstance guaranteed.

*All accounts are due and payable within 30 days of invoice date. Finance charges can accrue on past due balances.

*Last updated 2.6.24