

# The Community Shopper's Guide

(256) 734-1532

219 1st Ave SW Cullman, AL 35055 CSGONLINE.COM

Community News & Advertising

**Cullman County's  
Only Total Market  
Direct Mailed Publication!**

Reaching over 32,000 Cullman Co.  
households, plus online subscribers

**BUY • SELL • TRADE • RENT**

EFFECTIVE AUGUST 1, 2018

## All Display and Word Ads must be placed by Mondays at noon.

If Monday is a holiday, the deadline is the Friday prior at noon.

Word ads can be placed online at [www.csgonline.com](http://www.csgonline.com)

### DISPLAY ADS

**\$14**

PER COLUMN INCH  
**If your ad needs  
to be set up**

**\$13**

PER COLUMN INCH  
**If your ad is a re-run  
or 100% press-ready**

**Spot Color** and **Full Color** cost additional.  
Please call your sales rep or The Shopper  
at 256-734-1532 for more information.

### WORD ADS

**\$9**

**IF PREPAID**  
UP TO 20 WORDS  
10¢ per word over 20 words

**\$11**

**IF BILLED**  
UP TO 20 WORDS  
10¢ per word over 20 words

#### **Avoid The Line And Monday Rush...**

Place your word ad through our website  
24/7. Deadline: Noon Mondays.

*Regular Advertisers...*

### **Lower Your Ad Rate With A Contract!**

If you're going to run a display ad for at least 13 consecutive weeks,  
let us know ahead of time and we'll give you a special deal!  
Call your sales rep or our office at 256-734-1532 for more information.

## INSERTS

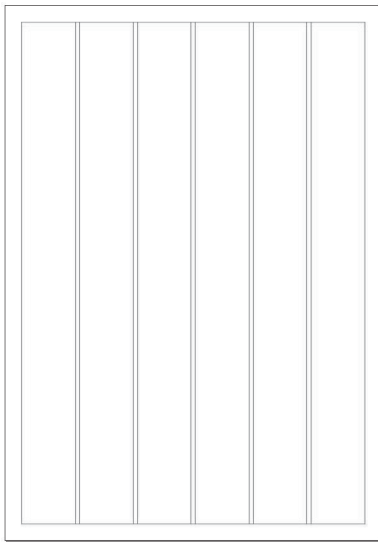
All insert rates are based on actual weight per piece (weights and rates on reverse side).  
If you want to target a specific area, you can pick specific postal routes, or you can do a full run of 32,000+.

#### **Scheduling your insert:**

**If your insert is already printed**, ship them to: Alabama Web Press, 1793 Eva Road, Cullman, AL 35055  
or bring a them to our office no later than 11:30 a.m. on the Thursday prior to publication date.

If your insert is over 12 inches X 10 inches, they must be quarter folded.

**If you need us to print your insert**, please contact our print shop (CSG Printing 256-775-8601)  
at least 2 weeks prior to publication date.



## COLUMN WIDTHS

1 column = 1.55"      4 column = 6.80"  
2 columns = 3.33"      5 columns = 8.50"  
3 columns = 5.05"      6 columns = 10.25"

## HEIGHT

Minimum height = 1"  
Maximum height = 15"  
Ad height can be adjusted in 1/4-inch increments

**Full Page** = 6x15"  
**Half Page** = 3x15, 6x7.5 or 4x11.25  
**Quarter Page** = 3x7.5, 2x11.25, 5x4.5  
**Business Card** = 2x2

## DEADLINES

**All Display Ads and Words Ads**  
must be received by Monday @ Noon  
(including word ads placed through our website)

**Pre-Printed Inserts**  
must be scheduled and in our office by  
Thursday @ 11:30 a.m. (prior to pub. date)  
Shipped Inserts, ship to:  
Alabama Web Press  
1793 Eva Road  
Cullman, AL 35055

**Inserts Not Pre-Printed**  
Please call or come by our print shop  
2 weeks prior to the insertion date.  
(CSG Printing, 256-775-8601, located  
next door to The Shopper's Guide)

## INSERT RATES

Your rate will be determined by the weight of your insert.  
Call Frances Cooper (256) 734-1532, if you have any questions or need  
help determining the weight of your insert.

WEIGHT BY OUNCE	RATE PER 1000	WEIGHT BY OUNCE	RATE PER 1000
0.10 - 0.15	\$42.50	0.61 - 0.65	\$76.00
0.16 - 0.22	\$44.50	0.66 - 0.70	\$79.00
0.23 - 0.26	\$47.00	0.71 - 0.75	\$82.00
0.27 - 0.30	\$51.00	0.76 - 0.80	\$85.00
0.31 - 0.35	\$54.00	0.81 - 0.85	\$88.00
0.36 - 0.40	\$58.00	0.86 - 0.90	\$91.00
0.41 - 0.45	\$61.00	0.91 - 0.95	\$94.00
0.46 - 0.50	\$64.00	0.96 - 1.00	\$97.00
0.51 - 0.55	\$68.00	1.01 - 1.50	\$100.00
0.56 - 0.60	\$72.00	1.51 - 2.00	\$104.00

## PAYMENT

**PRE-PAY**  
**Entire Balance Due Upon Scheduling**  
We accept Cash, Check, Visa, Discover,  
and Master Card (credit or debit cards)

**BILLED ACCOUNTS**  
**Entire Balance Due Upon Receipt  
of Statement**  
Overdue accounts are subject to a  
finance charge of 1.5% per month.

## CIRCULATION

Covering the City of Cullman, Cullman  
County and trade area zip codes, and  
U.S. Postal routes of adjoining counties.

<u>ZIP CODE</u>	<u>CITY/TOWN</u>
35055 .....	Cullman, AL
35057 .....	Cullman, AL
35058 .....	Cullman, AL
35077 .....	Hanceville, AL
35179 .....	Vinemont, AL
35053 .....	Crane Hill, AL
35098 .....	Logan, AL
35019 .....	Baileyton, AL

## CO-OP ADVERTISING

The Community Shopper's Guide welcomes co-op advertising and will  
provide the advertiser with necessary tear-sheets and invoices to insure  
prompt repayment of your co-op.

## ADVERTISING GUIDELINES

- The Community Shopper's Guide reserves the right to edit or refuse ANY  
advertisement due to content and (or) nature of the ad.
- All display advertising must measure at least 1-col inch in size.
- The Community Shopper's Guide shall not be held responsible for any error  
other than the space occupied by a particular error or mistake; Nor shall we be  
held liable for any resulting costs other than the cost of space occupied by the ad.