

# INSERT ADVERTISING

Looking for a high impact way to advertise your business? Consider using the Shopper's Guide to target and deliver your pre-printed advertising insert. Inserts are great for:

- Advertising Circulars
- Restaurant Menus
- Special Event Flyers
- Store Coupons
- Promotional Postcards

Insert into all direct mailed and drop-off distributed issues of the weekly Shopper's Guide or to just the zip codes you are looking to reach. Zip codes available for inserts are shown at right.

## SCHEDULING DEADLINE

Two weeks prior to insertion is recommended

## DELIVERY DEADLINE

Friday prior to insertion. Delivery hours 7 am to 3 pm.

## DELIVERY ADDRESS

Berkshire Eagle  
Attention: Neil Wesley  
75 South Church Street, Pittsfield, MA 01201  
(413) 404-7022

## COVER SHEET TO INCLUDE

- Name of Insert
- Insertion Date
- Publication: Shopper's Guide, Great Barrington, MA
- Quantity Shipped

## INSERT SIZE

Quarter folding is required for pieces larger than 8 1/2" x 11"

## PRICING

Pricing starts at \$55 per thousand (up to 1/2 ounce piece). There is a slight increased cost per thousand based on the weight of the piece.

Please call Cathy Brandt if you have additional questions at (413) 528-0095.



413.528.0095  
ads@shoppersguideinc.com  
www.shoppersguideinc.com  
271 Main Street, Great Barrington, MA

**SHOPPER'S GUIDE** INC.

## ZIP CODES available for inserts

### MASSACHUSETTS

TOWN	ZIP CODE	MAILED	DROP-OFFS
EAST OTIS	01029	315	
ASHLEY FALLS	01222	400	
GLENDALE	01229	65	
GREAT BARRINGTON	01230	3,525	
HOUSATONIC	01236	825	
MILL RIVER	01244	180	
MONTEREY	01245	160	
OTIS	01253	455	
SANDISFIELD	01255	310	
SHEFFIELD	01257	1,264	
SOUTH EGREMONT	01258	350	
SOUTHFIELD	01259	310	
STOCKBRIDGE	01262	775	
TYRINGHAM	01264	40	
WEST STOCKBRIDGE	01266	800	
AREA DROP-OFFS			1,725

TOTAL MAILED: 9,774

TOTAL DROP-OFFS: 1,725

\*Amount varies slightly due to seasonal distribution

**TOTAL COVERAGE: 11,499\***

### CONNECTICUT

TOWN	ZIP CODE	MAILED	DROP-OFFS
CANAAN	06018	620	
EAST CANAAN	06024	75	
FALLS VILLAGE	06031	580	
RR#11 (CANAAN)		605	
RR#12 (CANAAN)		510	
LAKEVILLE	06039	1,000	
SALISBURY	06068	785	
TACONIC	06079	56	
AREA DROP-OFFS			125

TOTAL MAILED: 4,231

TOTAL DROP-OFFS: 125

\*Amount varies slightly due to seasonal distribution

**TOTAL COVERAGE: 4,356\***

### NEW YORK

TOWN	ZIP CODE	MAILED	DROP-OFFS
COPAKE	12516	910	
COPAKE FALLS	12517	200	
HILLSDALE	12529	1,538	
MILLERTON	12546	1,425	
AREA DROP-OFFS			300

TOTAL MAILED: 4,073

TOTAL DROP-OFFS: 300

\*Amount varies slightly due to seasonal distribution

**TOTAL COVERAGE: 4,373\***

TOWN	ZIP CODE	MAILED	DROP-OFFS
MISC.	-012	41	

### TOTAL DISTRIBUTION

TOTAL MAILED: 18,119

TOTAL DROP-OFFS: 2,150

\*Amount varies slightly due to seasonal distribution

**TRI-STATE COVERAGE: 20,269\***