

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**NEW LIFT THIS WINTER!**

380 STATE RD, GREAT BARRINGTON, MA 01230 | 413-528-2000

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**REPEAT BUSINESS... Simply Amazing!**

NEW WINDOWS placed in an expert manner!

Quality work builds lasting relationships. When the work is right, customers come back.

**MORRISON'S HOME Improvement Specialists, Inc.**

29 Pittsfield Rd. Lenox, MA 01460  
413-443-3000  
morrisonshomeimprovement.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

*The Best Show of Diamonds*

Zabian's Fine Jewelers

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.zabians.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**LENNOX JEWELERS**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.lennoxjewelers.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

*The Perfect Gift*

Diamond Earrings

Zabian's Fine Jewelers

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.zabians.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

*Love*

Crystal

**HERRINGTON'S**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

*I Do...*

Zabian's Fine Jewelers

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.zabians.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**NEW: LOWER PASS PRICES!**

**SKI MARCH FREE**

25/26 SEASON PASSES ARE VALID STARTING 3/1/25

**MIDWEEK PASS \$149-\$199** | **UNLIMITED PASS \$189-\$399**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**MORRISON'S HOME Improvement Specialists, Inc.**

Committed to quality craftsmanship and outstanding customer service for over 30 years. Step by our showroom & design center.

29 Pittsfield Rd. Lenox, MA 01460  
413-443-3000  
morrisonshomeimprovement.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**B. METCALF ASPHALT**

413-528-5543  
bmetcalfasphalt.com

The Founding Father of Beautiful Driveways

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**HERRINGTON'S**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

Whether your budget is big or small, interior or exterior, we'll make your driveway a work of art.

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**STRONG OAK LANDSCAPING LLC**

TREE SERVICE  
GRAVEL DRIVEWAYS  
PATIOS & STONE WALLS

413-644-5164  
StrongOakLandscaping.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**HL Propane Co. Inc.**

ALL PROPANE IS THE SAME  
**OURS IS CHEAPER!!**

We Beat ANY Competitor's Price!

Heating System Installation • Automatic Delivery

CALL TOLL FREE 877-794-9066 OR 518-794-9066

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

Surround Yourself in Color

**20% Off**

Aura, Regal, Select, and Ben! Interior Paints

April 16 - 29

Benjamin Moore | HERRINGTON'S

**SHOPPER'S GUIDE** INC.

**SG**

SHOPPERSGUIDEINC.COM  
PRINT • DIGITAL • SOCIAL

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

MAKE MOM smile

Lennox Jewelers

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.lennoxjewelers.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**HERRINGTON'S ANNUAL MAY TOOL DUES**

Live Demos • New Tools

Discover Precision and Performance

39% OFF • 61% OFF

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

Entertain in Style

Pay Per Day

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**STRONG OAK LANDSCAPING LLC**

TREE SERVICE  
GRAVEL DRIVEWAYS  
PATIOS & STONE WALLS

413-644-5164  
StrongOakLandscaping.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

20% Off

Wooden • Exterior Stairs • Benches

May 22 - June 6

**\$7 OFF**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**HL Propane Co. Inc.**

ALL PROPANE IS THE SAME  
**OURS IS CHEAPER!!**

100 GALLONS OF FREE PROPANE

518-794-9066  
HL Propane Co. Inc.

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**OSTEO STRONG**

Introducing EchoLight REMS Bone Scanning

A DEXA alternative for measuring and monitoring bone health

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

Insurance That Has Your Back. And Knows Your Backyard.

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**BERKSHIRE'S BEST**

A selection of beautiful diamond and gold jewelry you have to see to believe!

Lennox Jewelers

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.lennoxjewelers.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**KraftMaid**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**Professional GUTTER CLEANING Services**

- Gutter Cleaning
- Downspout Cleaning
- Debris Removal
- Commercial Services
- Residential Services
- Free Estimates

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**Everything Interior**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

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**MORRISON'S HOME Improvement Specialists, Inc.**

Committed to quality craftsmanship and outstanding customer service for over 30 years. Step by our showroom & design center.

29 Pittsfield Rd. Lenox, MA 01460  
413-443-3000  
morrisonshomeimprovement.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

Peace of Mind. Season After Season

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**MONDAY'S STATION NIGHT**

OPENING HOURS: 5pm - 9pm Monday - Sunday (Wednesday Closed)

BOOK NOW ON RES

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**ROLLING WHEELS**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**Stressless**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.herringtons.com

**SHOPPER'S GUIDE** INC. Best Deal - Highest Quality

**LENNOX JEWELERS**

**Holiday Sale**

15 Main Street, Lenox, MA 01460  
413-528-6000  
www.lennoxjewelers.com

# Connecting Local Businesses with Local Readers — *Every Week!*

The *Shopper's Guide* is a weekly print and online community publication serving the tri-state area, connecting residents with local businesses, services, jobs, and events through trusted content and effective advertising.

## DIRECT MAILED EVERY WEDNESDAY

# 52 weeks a year

## PLUS 2,000 copies available for pick up at key locations



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

**SHOPPER'S GUIDE** INC.

# 24,235 CIRCULATION

massachusetts | connecticut | new york

## Total Weekly Readership: 54,183+

(intersect media solutions "pass along" rate 2.48 per print copy plus E-edition subscribers)

**Weekly Print Circulation: 20,235**

- Direct Mailed Weekly: 18,235
- Available at Local Pickup Locations: 2,000

**Weekly E-Edition Subscribers: 4,000+**

## Trusted Tri-State Coverage

Direct-mailed every Wednesday to homes and businesses throughout our tri-state region.

- **The Berkshires:** Central & Southern Berkshire County (MA)
- **Upper Hudson Valley:** Eastern Columbia County and Northeastern Dutchess County (NY)
- **Litchfield Hills:** Northwestern Litchfield County (CT)

## Communities Served

**MASSACHUSETTS:** Ashley Falls, East Otis, Glendale, Great Barrington, Housatonic, Mill River, Monterey, Otis, Sandisfield, Sheffield, Southfield, South Egremont, Stockbridge, Tyringham, West Stockbridge

**CONNECTICUT:** Canaan, East Canaan, Falls Village, Lakeville, Salisbury, Taconic

**NEW YORK:** Copake, Copake Falls, Hillsdale, Millerton



# PRINT-READY AD SPECS

The quality of reproduction is contingent upon the quality of materials furnished. Reproducing black & white and color advertisements in newsprint differs significantly from reproducing them in magazines and publications printed on coated paper. *Shopper's Guide* cannot hold its printer responsible for quality issues on ads that do not meet these minimum standards listed at right.

## ad deadline: thursday 11am

early deadlines for holiday weeks is posted at [shoppersguideinc.com](http://shoppersguideinc.com)

### Ad Design Services

Need help designing your ad? Our Graphic Design Department can help you create effective, attractive ads at no charge!

#### ACCEPTABLE FILE FORMATS

- **PDF:** High Quality or Press Quality PDF is preferred. All fonts should be embedded or converted to outlines. We cannot make font corrections or modifications to a PDF or postscript file.
- **Photoshop:** Save as a 300 resolution PSD document with layers and convert all text to shapes.
- **Illustrator:** 300 resolution AI or EPS document and convert text to outlines.
- **InDesign:** Package InDesign file and please supply a pdf or jpg of the finished file for proof purposes.

**PLEASE NOTE:** If a JPG format is the only option, it must be saved at "High Quality, 300 Resolution." If ad is color and has text or images that are black or shades of black, the *Shopper's Guide* cannot be held responsible for print quality.

**CANCELLATION:** When an ad composed by the *Shopper's Guide's* Graphics Department is cancelled before the first insertion, there will be a \$4.00 per column inch charge.

**PAYMENT:** Until credit is established, advertisers must pay for the space at the time of insertion. We accept payment by credit card, personal check or cash.

**INSERTS:** Want to get your insert into homes across the tri-state area? Call or email us for more information.



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

**SHOPPER'S GUIDE** INC.

#### AD SPECIFICATIONS FOR NEWSPRINT

If you decide to create your own advertisement, follow the below specifications to ensure maximum reproduction in newspapers.

#### COLOR

All color should be in a **CMYK format**, which includes text, photos, art and backgrounds.

#### IMAGES

- Prepare materials to compensate for a 30% dot gain at midtones, images will appear darker when printed on newsprint, than on your computer monitor.
- Halftone images should be 200 dpi at 100% size.
- White type on 4-color images is not recommended.
- Total ink limit should not exceed 240%
- Do not use rich black for text.
- Do not use images from the internet, they are low resolution and are not compatible with print.

#### TYPOGRAPHY: Clarity and Readability

##### 1. Black Text

- **Size:** a minimum of 8 points
- **Color Formula: (C=0%, M=0%, Y=0%, K=100%).** Black text should be 100% black (K) and not a combination of the 4 process colors which creates a "process" or "rich" black which you do not want to use for text.
- Using Photoshop to create black text is not recommended.

##### 2. Color Text

- **Color Text:** use a minimum of 12 points, a non-serif font is recommended.
- **Color Formula:** a maximum of 2 process colors should be used to create the color text. If more than 2 process colors are used it will cause misregistration and make text appear "fuzzy" or "blurry" once printed.

##### See Example Below:

Text created using 2 process colors:

90% Cyan, and 70% Magenta = Registered Color Text

Text created using 4 process colors:

40% Cyan, and 50% Magenta, 100% Yellow, 20% Black =

Misregistered Color Text

##### 3. White Text

##### When placing white text over a black or color background:

- We recommend a non-serif font at a minimum of 12 points.
- Black boxes should be a 100% black(K), and color boxes a maximum of 2 process colors.

12 Points  
No Serif

12 Points  
With Serif

8 Points  
No Serif

8 Points  
With Serif

- 4. **Rules and Hairline Borders:** Should be a minimum of .5 points.

#### PRIORITY CHECKLIST

- Create documents at 100% of printed size? (ads must not require scaling).
- Scan images at 100% of original size.
- Used actual type styles to fonts (bold, italic, outline, etc.).
- Scan line art at a minimum of 300 dpi and scan at 100%.
- Check that your ad is created at the correct size.
- Proofread your ad for typographical and grammatical errors.
- Include in your ad: address, phone number, logo or name of your business, business hours and website address.

# DISPLAY AD SIZES & RATES

**Ad Rate \$10.00 per column inch**

Shown is a sampling of our most popular sizes & shapes. Please call or email for more information on other available sizes. **Color is an additional charge.**

We are a **tabloid-size** publication with a page format of **6 columns wide (10")** x **15.75" high**. Each column measures 1.5" wide.

Ad rates and sizes are calculated by multiplying the ad's column width by its height in inches.

## Color Rate

- **Ad sizes up to 10"**: ad rate + \$25
- **Ad sizes 10.5" to 24"**: ad rate + \$50
- **Ad sizes 25" or more**: ad rate + \$100

### COLUMN WIDTHS

1 column .....	1.5"
2 column .....	3.2"
3 column .....	4.9"
4 column .....	6.6"
5 column .....	8.3"
6 column .....	10"

### MODULAR SIZES

Quarter Page .....	4.9" w x 7.5" h
Half Page .....	10" w x 7.5" h
Full Page .....	10" w x 15.75" h

### SECTION 1 COVER SIZES

Small Front .....	7.6" w x 8" h
Small Back .....	7.6" w x 9" h
1st Back .....	10" w x 15.75" h

### SECTION 2 COVER SIZES

2nd Front .....	10" w x 13.75" h
2nd Back .....	10" w x 15.75" h

## BUSINESS CARD SIZE — \$40.00

3.2" wide (2 cols wide) x 2" long

COLOR — ADDITIONAL \$25

## 1 X 2 — \$20.00

1.5" wide  
(1 col wide)  
x 2" long

COLOR  
ADDITIONAL  
\$25

## 1/4 PAGE — \$225.00

4.9" wide (3 cols wide) x 7.5" long  
*(Black background indicates ad size)*

COLOR — ADDITIONAL \$50

## 2 X 3 — \$60.00

3.2" wide (2 cols wide) x 3" long

COLOR — ADDITIONAL \$25

## 2 X 5 — \$100.00

3.2" wide (2 cols wide) x 5" long

COLOR — ADDITIONAL \$25



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

**SHOPPER'S GUIDE** inc.

**DISPLAY AD SAMPLE SIZES - \$10.00 pci**  
Shown is a sampling of our sizes. Many more sizes available.

**2 X 1 — \$20.00**

3.2" wide (2 columns) x 1" long

COLOR - ADDITIONAL \$25

**2 X 2.5 — \$50.00**

3.2" wide (2 columns) x 2.5" long

COLOR — ADDITIONAL \$25

**2 X 4 — \$80.00**

3.2" wide (2 columns) x 4" long

COLOR — ADDITIONAL \$25

**4 X 4 — \$160.00**

6.6" wide (4 columns) x 4" long

COLOR — ADDITIONAL \$50

**1 X 3 - \$30.00**

1.5" wide  
(1 col wide)  
x 3" long

COLOR  
ADDITIONAL \$25

**2 X 8 — \$160.00**

3.2" wide (2 columns) x 8" long

COLOR — ADDITIONAL \$50

**HALF PAGE (HORIZONTAL)**

**6 X 7.5 — \$450.00**

10" wide (6 cols wide) x 8" long

*(Black background indicates ad size)*

COLOR — ADDITIONAL \$100

**2 X 1.5" — \$30.00**

3.2" wide (2 cols wide) x 1.5" long

COLOR — ADDITIONAL \$25

**3 X 3" — \$90.00**

4.9" wide (3 cols wide) x 3" long

COLOR — ADDITIONAL \$25

**3 X 4" — \$120.00**

4.9" wide (3 cols wide) x 4" long

COLOR — ADDITIONAL \$50

**2 X 4.5" — \$90.00**

3.2" wide (2 cols wide) x 4.5" long

COLOR — ADDITIONAL \$25

# RATE SCHEDULE

**\$10.00 PER COLUMN INCH**



Color is an additional charge and should be added to the prices listed below.  
Color prices can be found under the "color" heading at right.

2 Col. Inch..... \$20.00	20..... 200.00	46.5..... 465.00
2.5..... 25.00	21..... 210.00	47.5..... 475.00
3..... <i>2 x 1 1/2</i> 30.00	22..... 220.00	48..... 480.00
3.5..... 35.00	22.5 (1/4 pg) .... 225.00	50..... 500.00
4..... <i>2 x 2</i> 40.00	23..... 230.00	51..... 510.00
4.5..... 45.00	24..... 240.00	52..... 520.00
5..... <i>2 x 2 1/2</i> 50.00	25..... 250.00	52.5..... 550.00
5.5..... 55.00	25.5..... 255.00	54..... 540.00
6..... <i>2 x 3</i> 60.00	26..... 260.00	55..... 555.00
6.5..... 65.00	27..... 270.00	56..... 560.00
7..... <i>2 x 3 1/2</i> 40.00	27.5..... 275.00	57..... 570.00
7.5..... 75.00	28..... 280.00	57.5..... 575.00
8..... <i>2 x 4</i> 80.00	28.5..... 285.00	58..... 580.00
8.5..... 85.00	29..... 290.00	60..... 600.00
9..... <i>2 x 4 1/2</i> 90.00	30..... 300.00	62..... 620.00
9.5..... 95.00	31..... 310.00	62.5..... 625.00
10..... <i>2 x 5</i> 100.00	31.5..... 315.00	63..... 630.00
10.5..... <i>3 x 3 1/2</i> 105.00	32..... 320.00	64..... 640.00
11..... <i>2 x 5 1/2</i> 110.00	32.5..... 325.00	65..... 650.00
11.5..... 115.00	33..... 330.00	66..... 660.00
12..... <i>3 x 4</i> 120.00	34..... 340.00	67.5..... 675.00
12.5..... 125.00	34.5..... 345.00	69..... 690.00
13..... <i>2 x 6 1/2</i> 130.00	35..... 350.00	70..... 700.00
13.5..... 135.00	36..... 360.00	72..... 720.00
14..... <i>2 x 7</i> 140.00	37.5..... 375.00	72.5..... 725.00
14.5..... 145.00	38..... 380.00	75..... 750.00
15..... <i>2 x 7 1/2</i> 150.00	39..... 390.00	77.5..... 775.00
15.5..... 155.00	40..... 400.00	78..... 780.00
16..... <i>2 x 8</i> 160.00	40.5..... 405.00	80..... 800.00
16.5..... 165.00	42..... 420.00	81..... 810.00
17..... 170.00	42.5..... 425.00	84..... 840.00
17.5..... 175.00	43.5..... 435.00	87..... 870.00
18..... <i>3 x 6</i> 180.00	44..... 440.00	90..... 900.00
19..... 190.00	45 (1/2 pg) ..... 450.00	93..... 930.00
19.5..... <i>3 x 6 1/2</i> 195.00	46..... 460.00	94.5 (full pg) .... 945.00

## COLUMN SIZES

1 col. ....	1.5"
2 col. ....	3.2"
3 col. ....	4.9"
4 col. ....	6.6"
5 col. ....	8.3"
6 col. ....	10"

## MODULAR SIZES

1/4 pg (4.9" w x 7.5" h)....	\$225
1/2 pg (10" w x 7.5" h) .....	\$450
Full pg (10" w x 15.75" h) ..	\$945

## SECTION 1 COVERS

Small Front .....	\$660
(7.6" w x 8" h) w/color	
Small Back .....	\$760
(7.6" w x 9" h) w/color	
1st Back .....	\$945
(10" w x 15.75" h) w/color	

## SECTION 2 COVERS

2nd Front.....	\$825
(10" w x 13.75" h) w/color	
2nd Back .....	\$945
(10" w x 15.75" h) w/color	

## CHARITABLE RATE

**15% Discount**  
(reserved for charities:  
Churches, Scouts, etc. with  
less than \$5,000 gross receipts)

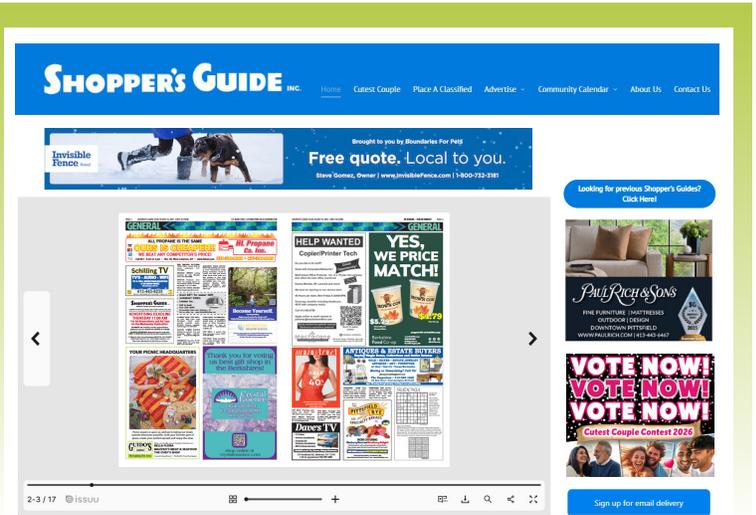
## COLOR

- Sizes up to 10" add: \$25
- Sizes 10.5" up to 24" add: \$50
- Size 25" or more add: \$100

85% Line Screen  
300 Resolution

# DIGITAL ADVERTISING

Reach your audience wherever they are — both in print and online — through the trusted *Shopper's Guide*, connecting your business with the community every week.



[www.shoppersguideinc.com](http://www.shoppersguideinc.com)

Promote your business to an engaged local audience with digital advertising on the *Shopper's Guide* website. Our clickable online ads provide consistent visibility, drive traffic directly to your website, and work seamlessly with your print advertising to maximize exposure and engagement.

We offer two effective digital ad sizes to fit your marketing goals:

## LEADERBOARD AD

A high-visibility placement at the top of the page that delivers strong brand awareness.

**Perfect for:** Businesses looking to make a bold impression, promote special offers, or reinforce brand recognition.

## MEDIUM BOX AD

Integrated within site content, this ad size captures attention as readers browse local information and calendar events.

**Perfect for:** Driving website traffic, promoting services, and maintaining a consistent online presence.

## WEB AD EXAMPLES

Medium Box (shown at right)  
300 x 250 pixels

Leaderboard (shown at below)  
728 x 90 pixels



**SG**  
413.528.0095  
ads@shoppersguideinc.com  
www.shoppersguideinc.com  
271 Main Street, Great Barrington, MA  
**SHOPPER'S GUIDE** INC.

# INSERT ADVERTISING

Want a high-impact way to reach local customers? Use the *Shopper's Guide* to distribute your pre-printed advertising insert. Perfect for:

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

Insert your piece into all direct-mailed and drop-off distributed issues of the weekly *Shopper's Guide* — or target only the zip codes you'd like to reach. Available zip codes are listed at right. A minimum of 10,000 pieces is required.

## 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 8½" x 11"

## PRICING

Pricing starts at \$70 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 if you have additional questions (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			1,615
TOTAL MAILED:	9,699	*Amount varies slightly due to seasonal distribution	
TOTAL DROP-OFFS:	1,615		

**TOTAL COVERAGE: 11,314\***

### CONNECTICUT

TOWN	ZIP CODE	MAILED	DROP-OFFS
CANAAN	06018	620	
EAST CANAAN	06024	75	
FALLS VILLAGE	06031	686	
RR#11 (CANAAN)		557	
RR#12 (CANAAN)		470	
RR#13 (CANAAN)		176	
LAKEVILLE	06039	1,000	
SALISBURY	06068	785	
TACONIC	06079	56	
AREA DROP-OFFS			85
TOTAL MAILED:	4,425	*Amount varies slightly due to seasonal distribution	
TOTAL DROP-OFFS:	85		

**TOTAL COVERAGE: 4,510\***

### 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	*Amount varies slightly due to seasonal distribution	
TOTAL DROP-OFFS:	300		

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

TOWN	ZIP CODE	MAILED	DROP-OFFS
MISC.	-012	38	

### TOTAL DISTRIBUTION

**TOTAL MAILED: 18,235** \*Amount varies slightly due to seasonal distribution  
**TOTAL DROP-OFFS: 2,000**

**TRI-STATE COVERAGE: 20,235\***

# PICKUP LOCATIONS

In addition to our Direct Mailing, E-Delivery  
and Online version, the Shopper's Guide is

**ALSO AVAILABLE AT THESE  
KEY HIGH TRAFFIC LOCATIONS**

## massachusetts

### EAST OTIS

Papa's Healthy Food & Fuel

### EGREMONT

Old Egremont Store (North Egmt.)

### HOUSATONIC

Aberdales

### GREAT BARRINGTON

Agway  
Barrington Bagel  
Barrington Brewery  
Berkshire Co-op Market  
Big Y Supermarket

Carr Hardware  
Domaney's  
Four Brothers Pizza Inn  
Kwik Print  
Mobil Gas Station (Stockbridge Rd)  
Plaza Package  
Post Office (Blue Distribution Box)  
Shell Gas Station (Stockbridge Rd)  
Shopper's Guide Office  
Sunoco Station (Belcher's Square)  
Taft Farm  
Trotta's Liquor Store  
XtraMart Convenience

### LEE

Ben's Clothing  
Berkshire Wine & Spirits  
Lee Chamber (Seasonal)  
Lee Town Hall (Blue Distribution Box)  
Mobil Gas & Convenience Store  
RW's Auto / B Safe Storage

### LENOX

Carr Hardware  
Family Footwear / Nejaimes  
Market 32

### PITTSFIELD

Hot Harry's  
Pizza House  
Stop & Shop  
(Both Locations: Dan Fox Dr. & Merrill Rd.)

### SHEFFIELD

Silk's Variety

### STOCKBRIDGE

Main Street Cafe

## new york

### CHATHAM

Agway  
American Pie Atrium  
Citgo Gas Station  
Stewart's Shop

### CLAVERACK

Agway  
Filli's Deli & Jersey Bakery  
(Paper Rack Outside Store)

### COPAKE

Dad's Diner

### CRARYVILLE

Gulf Gas Station

### GHENT

Hawthorne Valley  
Farm Store

### HILLSDALE

Four Brothers Pizza Inn  
Food Town Supermarket  
Stewart's Shop

### MARTINDALE

Chief Diner

### MILLERTON

Agway

## connecticut

### CANAAN

Stateline Pizza

### SALISBURY

LaBonne's Market

### SHARON

Sharon Farm Market

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