

BULK MAIL

The Tip-Off Shopping Guide can direct mail any promotions or announcements for your business.

CONSIDER DIRECT MAIL FOR THESE USES:

- Sales and promotions
- Trade Show announcements
- Thank you notes
- Product introductions
- Special monthly offers or updates

Standard Mail minimum is 200 pieces
First Class Mail minimum is 500 pieces

**Let the Tip-Off Shopping Guide
and Printing Services save you time and money!
TIP-OFF BULK MAIL SERVICE 517-437-7351**

WEBSITE

www.tipoffonline.com

The Tip-Off Shopping Guide publication is available online.
Issues are uploaded weekly on Monday afternoons.

Our website gives you access to rates,
commercial printing options and contact information

INTERNET

www.RadarFrog.com



Save here and everywhere.

RadarFrog is your community's best source for deals, coupons, and other offers.

It's a membership-based website featuring offers from national retailers like Target, Gap, and Amazon, as well as locally-owned businesses such as yours.

**Contact one of our Marketing Specialists
for details on how your business can benefit from
a placement on RadarFrog.**

COVERAGE AREA

The Tip-Off Shopping Guide reaches more people than any other advertising medium in the Hillsdale County trade area. Delivered to over 18,800 homes & businesses each week, the Tip-Off offers total market coverage. Rates subject to change with 15 day notice.

COVERAGE AREA By ZIP CODE

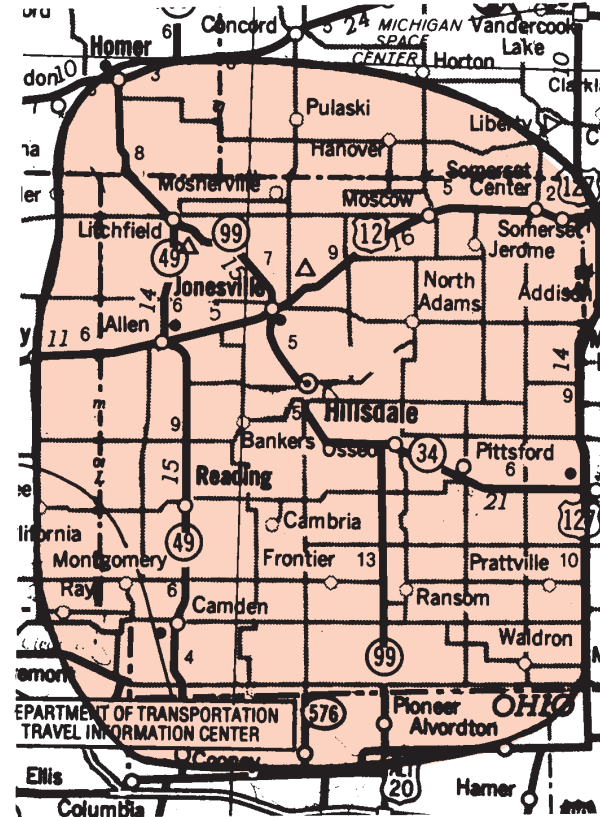
49227 Allen.....	515
49232 Camden.....	1,280
49241 Hanover.....	425
49242 Hillsdale.....	4,885
City Drops.....	636
49245 Homer.....	750
49247 Hudson.....	545
49249 Jerome.....	850
49250 Jonesville.....	2,141
City Drops.....	267
49252 Litchfield.....	870
49255 Montgomery.....	350
49262 North Adams.....	732
49266 Osseo.....	745
Bird Lake.....	400
49271 Pittsford.....	700
49082 Quincy.....	510
49274 Reading.....	1,179
49281 Somerset.....	525
49288 Waldron.....	415
49036 Coldwater.....	60
Misc.....	246
TOTAL.....	19,026



Charter Member



MAP OF COVERAGE AREA



TIP-OFF SHOPPING GUIDE

**is your most cost effective advertising
medium serving the communities in
our coverage area above.**

P.O. Box 287
33 McCollum Street, Hillsdale, MI 49242
Phone 517-437-7351 • Fax 517-437-3963
Email: tipoff@tipoffonline.com

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RATE CARD

(Effective June 1, 2010)



**Celebrating
our
42nd Year!**

Shopping Guide Publishers
and Commercial Job Printing

DISPLAY ADVERTISING

OPEN RATE - \$8.20

CONTRACT RATES:

Col. Inch	6 Weeks	13 Weeks	26 Weeks	52 Weeks
2 - 14	7.55	7.15	7.05	6.65
15 - 23	7.35	7.00	6.85	6.35
24 - 45	7.15	6.75	6.60	6.15
46 - 59	7.00	6.65	6.50	6.05
60 - 83	6.90	6.55	6.45	5.90
84 up	6.75	6.45	6.30	5.80

FRONT PAGE - \$750 (includes full color)
NON-PROFIT RATE - \$6.35
AUCTION RATE - \$6.80

Display Ad Deadline is Thursdays at 5:00 pm

COLOR RATES

PROCESS	SPOT
4-COLOR	1-COLOR
\$230	\$80

Exact choice of color & page position may not be available

Colored ink prices are subject to change with 15 day notice

WE CAN ASSIST YOU WITH:

- * Display Advertising * Promotion Ideas
- * Co-op Advertising
- * Professional Ad Design and Composition
- * All Types of Printing

* **Commercial Printing** available from our web and sheetfed presses. From advertising circulars, to newsletters, letterheads and envelopes - quality printing at competitive rates. **Call us today at 517-437-7351!**

CLASSIFIED WANT ADS

\$7.00 Minimum, First 17 Words,
25¢ Each Word Thereafter
(INCLUDES INTERNET LISTING)

ADDITIONAL OPTIONS:

- Bold Printadditional **\$2.70**
- Add A Photoadditional **\$4.30**
- Add A Logo (1/2")additional **\$2.15**
- Blind Box Adsadditional **\$2.15**
- Action Ad Pack (12) 20 word ads in bold type **\$80.00**
(use anytime up to a year)

Classified Want Ad Deadline is Fridays at Noon

INSERT RATES

\$50* per thousand

Add \$3 per thousand for **ZONED INSERTS**
MINIMUM CHARGE OF \$50 PER INSERTION

PRINTING

* A \$5 per thousand discount on above insert rates will apply if Tip-Off Shopping Guide prints and delivers 3,000 or more pieces.

See your sales representative for price quotes on printing.
Prices Are For Inserts Not Exceeding 8-1/2"x11" Finished Size And No More Than 32 Pages.
Phone Books, Catalogs, Samples and Oversized Pieces
Bid By Request

TIP-OFF SHOPPING GUIDE

Phone 517-437-7351 • Fax 517-437-3963

GENERAL INFORMATION

PUBLISHED WEEKLY:
Publication Day - Monday.

DEADLINE:
Classified Want Ads - Friday at 12:00 noon
Display Ads - Thursday at 5:00 p.m.

MECHANICAL REQUIREMENTS:
6 columns by 16 inches, 1-3/4 inch columns

POSITION:
A sincere attempt is always made to grant position requests when they do not interfere with the general make-up of the paper. Guaranteed position in paper available at additional 15% above earned rate.

OBJECTIONABLE ADVERTISING:
Publisher reserves the right to revise or reject, at his option, any advertisement which may be deemed objectionable or misleading.

PROOFS:
Any ad will be shown on request. When proofs are shown, responsibility for correctness becomes that of the advertiser. Proof copies are non-reproducible. There will be a \$25 charge per ad composed by the Tip-Off that does not run in the Tip-Off Shopping Guide.

POLITICAL ADVERTISING:
All political advertising is cash in advance and must conform to state and national laws regarding signatures.

ERRORS:
The Tip-Off Shopping Guide assumes no financial responsibility for typographical errors in advertisements, but if at fault will reprint that part of an advertisement in which such error occurs. **Notification of error must be given no later than Friday noon following Monday's publication.**

CANCELLATION:
In the event an advertiser fails to fulfill their contract for any reason, other than going out of business, they will be back-billed the difference between contract rate and the current open rate for advertising published.

TERMS OF PAYMENT:
NET upon receipt of statement. Accounts in arrears may, at the discretion of the Tip-Off Shopping Guide, be refused further advertising privileges until payment is made in full. When such action is invoked, the conditions of the cancellation clause will apply.

All Accounts Cash Until Credit Is Established

ELECTRONIC SUBMISSIONS

The Tip-Off Shopping Guide produces its pages as digital files on a Macintosh platform. Because pagination is done digitally, we request that advertisements be in digital format as well. Ads may be sent in their original version if built in one of the programs listed below. All graphics, photos, and fonts must be included along with the original document.
PDF files (preferred)
Quark XPress 6.1 or older
Adobe InDesign 4.0 or older
Adobe Photoshop 8.0 or older
Adobe Acrobat 6.0 or older

Any advertisement sent as a hard copy, print-out, PMT or other physical format will be scanned to a digital file. This will degrade the resolution on final output. The Tip-Off Shopping Guide will not be liable for loss of quality in these ads. Likewise, the Tip-Off Shopping Guide will not be responsible for the reproduction quality of low resolution photos or graphics. Electronic photos or artwork should be submitted at 300dpi or greater.

SPECIAL SECTIONS

The Tip-Off Shopping Guide has many Special Sections throughout the year to spotlight your business.

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|--|------------------------------|
| SEPARATE SECTIONS | • National Pet Week |
| • Business Card Directory | • Health Fair Pages |
| • Spring Home Improvement, Lawn & Garden | • Mother's Day |
| • Hillsdale County Fair Guide | • Flag Day Sponsor Page |
| • Fall Home Improvement/Car Care Guide | • Father's Day |
| • Holiday Gift Guide | • 4th of July Activities |
| | • Sidewalk Sales |
| | • North Adams Heritage Days |
| | • Camden Farmers Day |
| | • Litchfield Sweet Corn Days |
| | • Big Buck Page |

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| SPECIAL SECTIONS INSIDE THE TIP-OFF | (runs for 12-15 weeks during the hunting season) |
| • News in Review | • Halloween Page |
| • Tip-Up Festivals | • Veterans Day Sponsor Pages |
| • Super Bowl Pages | • Holiday Open House and Events Pages (throughout the holidays) |
| • Valentine's Day Pages | • Litchfield Holiday Page |
| • Bridal Guide | • End-of-Year Auto Clearance |
| • Prom Pages | |
| • Ag Guide | |
| • New Housing Guide | |
| • Spring Car Care | |
| • Emergency Services | |