

SPECIAL SECTIONS

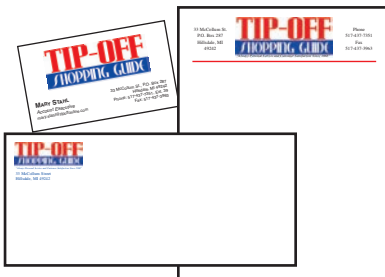
The Tip-Off Shopping Guide offers many Special Sections throughout the year to spotlight your business.

- Restaurant
- Red Cross Blood Drives
- Tip-Up Festivals
- Business Honor Roll
- Bridal
- Boy Scouts Week
- Valentine's Day
- American Heart Month
- FFA Week
- Daylight Savings Time
- Ag Guide
- Madness Begins!
- St. Patrick's Day
- Prom
- Spring Car Care
- Golf
- Earth Day
- Spring Home Improvement, Lawn & Garden
- Mother's Day
- National Pet Week
- Riverfest
- Camp/Outdoor
- Emergency Services
- Memorial Day
- Business Card Directory
- Flag Day
- Father's Day
- Car Show
- 4th of July
- Sidewalk Sales
- Summertime Fun
- Montgomery Frogeye Days
- Reading Festival Days
- North Adams Heritage Days
- Camden Farmers Days
- Litchfield Sweet Corn Days
- Quincy Daze
- Waldron Labor Day
- Hunting Safety
- Big Buck/Hunting Season
- Hillsdale County Fair
- Fall Home Improvement/Car Care
- Health Fair
- Beauty Salons
- Halloween
- Reading Octoberfest
- Holiday Events
- Veterans Day
- Holiday Gift Guide
- Hillsdale Holiday
- Litchfield Holiday
- Jonesville Holiday
- Reading Christmas

PRINTING

The Tip-Off Shopping Guide offers numerous commercial print products at very competitive prices.

- Flyers
- Business cards
- Letterhead
- Raffle tickets
- NCR forms
- Envelopes
- Much more



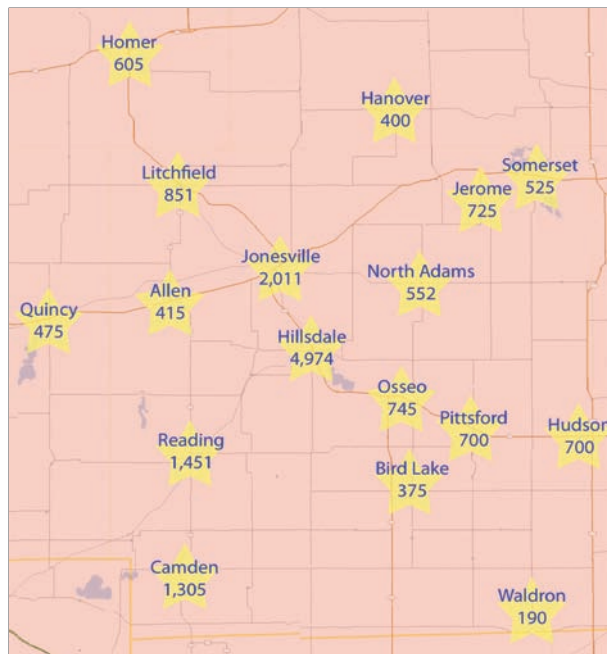
COVERAGE AREA

The Tip-Off Shopping Guide reaches more people than any other advertising medium in Hillsdale County. Delivered to over 17,200 homes & businesses each week, the Tip-Off offers total market coverage.

COVERAGE AREA BY ZIP CODE

49227 Allen.....	415
49232 Camden.....	1,305
49241 Hanover.....	400
49242 Hillsdale.....	4,974
49245 Homer.....	605
49247 Hudson.....	700
49249 Jerome.....	725
49250 Jonesville.....	2,011
49252 Litchfield.....	851
49262 North Adams.....	552
49266 Osseo.....	745
49266 Bird Lake.....	375
49271 Pittsford.....	700
49082 Quincy.....	475
49274 Reading.....	1,451
49281 Somerset.....	525
49288 Waldron.....	190
49036 Coldwater.....	130
Misc. copies.....	245
TOTAL.....	17,374*

*As of January 2017



TIP-OFF SHOPPING GUIDE

263 Industrial Drive • P.O. Box 287
Hillsdale, Michigan 49242

Phone (517) 437-7351

FAX (517) 437-3963

www.tipoffonline.com



RATE CARD

(Revised January 2017)



**Celebrating
our
49th Year!**

Shopping Guide Publishers
and Commercial Printing

DISPLAY ADVERTISING

OPEN RATE - \$8.60*

CONTRACT RATES*:

Col. Inch	6 Weeks	13 Weeks	26 Weeks	52 Weeks
2 - 11	7.90	7.60	7.30	7.00
12 - 22	7.75	7.45	7.15	6.85
23 - 33	7.60	7.30	7.00	6.70
34 - 44	7.45	7.15	6.85	6.55
45 - 55	7.30	7.00	6.70	6.40
56 - 66	7.15	6.85	6.55	6.25

MODULAR SIZES

1/4 Page - \$123.00 • 1/2 Page - \$231.10
Full Page \$422.50

(Ad Enhance charges included in modular pricing*)

FRONT PAGE - \$525* (includes full color)

NON-PROFIT RATE - \$6.65*

AUCTION RATE - \$7.15*

Display Ad Deadline: Wednesday at 3:00 pm.

Customers that need a proof (email or fax) prior to publishing must have ad copy in by Tuesday at 4:00 pm and changes or approval by Thursday 2:00 pm.

*Note: All ads exceeding \$30 in price will incur a \$10 Ad Enhance charge.

COLOR RATES

FULL PROCESS COLOR

2"-22"	\$60
23"-44"	\$85
45"-66"	\$120

SPOT COLOR

2"-22"	\$45
23"-44"	\$65
45"-66"	\$80

CLASSIFIED ADS

\$7.15 Minimum, First 17 Words,
30¢ Each Word Thereafter

Additional Options:

- Bold Printadditional **\$2.70**
- Add A Photoadditional **\$4.30**
- Add A Logo (1/2")additional **\$2.15**
- Blind Box Adsadditional **\$2.15**

Classified Ad Deadline is Thursday at 12:00 pm.

ADVERTISEMENT SUBMISSION

DIGITAL COPY:

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. Emailed submissions should be sent to: llamb@tipoffonline.com
PDF files (preferred)
Quark XPress 8 or older
Adobe InDesign 4.0 or older
Adobe Photoshop 8.0 or older
Adobe Acrobat 6.0 or older

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.

PRINT COPY:

Any advertisement sent as a hard copy, print-out, 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 the resulting loss of quality in these ads.

INSERT RATES

\$50* per thousand

MINIMUM CHARGE OF \$50 PER INSERTION

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

Prices are for inserts not exceeding 8-1/2"x11" finished size and no more than 32 pages.

Inserts must be delivered to the Tip-Off Shopping Guide 10 days prior to the publication date.

TIP-OFF SHOPPING GUIDE

263 Industrial Drive • P.O. Box 287
Hillsdale, Michigan 49242

Phone (517) 437-7351

FAX (517) 437-3963
www.tipoffonline.com

GENERAL INFORMATION

PUBLISHED WEEKLY:

Publication Day - Monday.

DEADLINE:

Display Ads - Wednesday at 3:00 pm. Customers that need a proof (email or fax) prior to publishing must have ad copy in by Tuesday at 4:00 pm and changes or approval by Thursday at 2:00 pm. Classified Want Ads - Thursday at 12:00 pm.

MECHANICAL REQUIREMENTS:

6 columns by 11 inches, 1.625 inch columns.

1 col. = 1.625" 2 col. = 3.375" 3 col. = 5.083"

4 col. = 6.833" 5 col. = 8.583" 6 col. = 10.333"

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 is available for an additional fee equal to 15% of the advertisement's cost.

OBJECTIONABLE ADVERTISING:

The Tip-Off Shopping Guide reserves the right to revise or reject, any advertisement which may be deemed objectionable or misleading.

PROOFS:

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 Thursday 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.**

WEBSITE:

www.tipoffonline.com. The Tip-Off Shopping Guide is available online for free. Past issues are available. Issues are published online Monday afternoons. Customers may submit classified ads online for the paper.