

## 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](http://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](http://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 17,500 homes & businesses each week, the Tip-Off offers total market coverage. Rates subject to change with 15 day notice.

### COVERAGE AREA By ZIP CODE

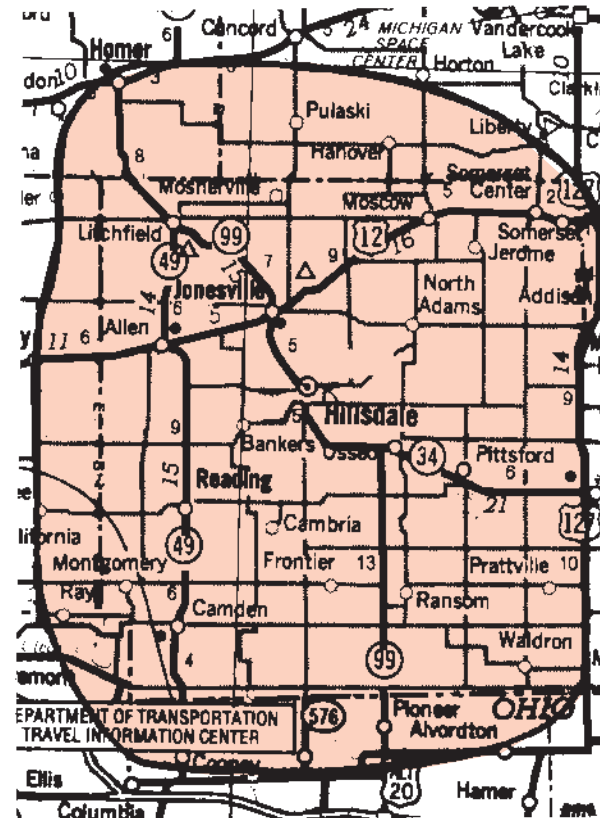
49227 Allen.....	415
49232 Camden.....	1,230
49241 Hanover.....	425
49242 Hillsdale.....	4,517
City Drops.....	588
49245 Homer.....	650
49247 Hudson.....	405
49249 Jerome.....	850
49250 Jonesville.....	1,994
City Drops.....	267
49252 Litchfield.....	851
49255 Montgomery.....	250
49262 North Adams.....	709
49266 Osseo.....	745
Bird Lake.....	300
49271 Pittsford.....	700
49082 Quincy.....	475
49274 Reading.....	1,133
49281 Somerset.....	535
49288 Waldron.....	340
49036 Coldwater.....	60
Misc.....	266
TOTAL.....	17,705



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](mailto:tipoff@tipoffonline.com)

# TIP-OFF SHOPPING GUIDE

33 McCollum Street • P.O. Box 287  
Hillsdale, Michigan 49242

**Phone (517) 437-7351**

FAX (517) 437-3963

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



## RATE CARD

(Effective January 1, 2011)



**Celebrating  
our  
43rd 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 - 11	7.55	7.25	6.95	6.65
12 - 22	7.40	7.10	6.80	6.50
23 - 33	7.25	6.95	6.65	6.35
34 - 44	7.10	6.80	6.50	6.20
45 - 55	6.95	6.65	6.35	6.05
56 - 66	6.80	6.50	6.20	5.90

### MODULAR SIZES

1/4 Page - \$107.25 • 1/2 Page - \$209.55  
Full Page \$389.40

**FRONT PAGE - \$500 (includes full color)**

NON-PROFIT RATE - \$6.35

AUCTION RATE - \$6.80

Display Ad Deadline: Thursday at 5:00 pm. Customers that need a proof (email or fax) prior to publishing must have ad copy in by Wednesday at 5:00 pm and changes or approval by Thursday 5:00 pm.

## COLOR RATES

**PROCESS 4-COLOR**

**\$230**

*Exact choice of color & page position may not be available*

Colored ink prices are subject to change with 15 day notice

**SPOT 1-COLOR**

**\$80**

## 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 Print .....additional **\$2.70**
- Add A Photo .....additional **\$4.30**
- Add A Logo (1/2") .....additional **\$2.15**
- Blind Box Ads .....additional **\$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:

Display Ads - Thursday at 5:00 pm. Customers that need a proof (email or fax) prior to publishing must have ad copy in by Wednesday at 5:00 pm and changes or approval by Thursday at 5:00 pm  
Classified Want Ads - Friday at 12:00 noon

### MECHANICAL REQUIREMENTS:

6 columns by 11 inches, 1-1/2 inch columns.

1 col. = 1.5"      2 col. = 3.125"      3 col. = 4.75"  
4 col. = 6.375"      5 col. = 8"      6 col. = 9.625"

### 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:

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 8 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.

### SEPARATE SECTIONS

- Business Card Directory
- Spring Home Improvement, Lawn & Garden
- Hillsdale County Fair Guide
- Fall Home Improvement/Car Care Guide
- Holiday Gift Guide

- National Pet Week
- Health Fair Pages
- Mother's Day
- Flag Day Sponsor Page
- Father's Day
- 4th of July Activities
- Sidewalk Sales
- North Adams Heritage Days
- Camden Farmers Day
- Litchfield Sweet Corn Days
- Big Buck Page

### SPECIAL SECTIONS INSIDE THE TIP-OFF

- News in Review
- Tip-Up Festivals
- Super Bowl Pages
- Valentine's Day Pages
- Bridal Guide
- Prom Pages
- Ag Guide
- New Housing Guide
- Spring Car Care
- Emergency Services
- Halloween Page
- Veterans Day Sponsor Pages
- Holiday Open House and Events Pages (throughout the holidays)
- Litchfield Holiday Page
- End-of-Year Auto Clearance