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COMMUNITY

Shoppers Guide

Reaching over 12,000
homes in Otsego, Plainwell,
Martin, Cooper and Alamo
areas since 1945

www.communityshoppersguide.net

April 2023

AD SIZE INCH	OPEN RATE \$16.12 Per Inch	12 Mo. \$11.28 Per Inch	6 Mo. \$13.70 Per Inch	3 Mo. \$14.84 Per Inch	AD SIZE INCH	OPEN RATE \$16.12 Per Inch	12 Mo. \$11.28 Per Inch	6 Mo. \$13.70 Per Inch	3 Mo. \$14.84 Per Inch	AD SIZE INCH	OPEN RATE \$16.12 Per Inch	12 Mo. \$11.28 Per Inch	6 Mo. \$13.70 Per Inch	3 Mo. \$14.84 Per Inch	AD SIZE INCH	OPEN RATE \$16.12 Per Inch	12 Mo. \$11.28 Per Inch	6 Mo. \$13.70 Per Inch	3 Mo. \$14.84 Per Inch
					16.5	\$265.98	\$186.12	\$226.05	\$244.86	32.5	\$523.90	\$366.60	\$445.25	\$482.30	48.5	\$781.82	\$547.08	\$664.45	\$719.74
1	\$16.12	\$15.00	\$15.00	\$15.00	17	\$274.04	\$191.76	\$232.90	\$252.28	33	\$531.96	\$372.24	\$452.10	\$489.72	49	\$789.88	\$552.72	\$671.30	\$727.16
1.5	\$24.18	\$16.92	\$20.55	\$22.26	17.5	\$282.10	\$197.40	\$239.75	\$259.70	33.5	\$540.02	\$377.88	\$458.95	\$497.14	49.5	\$797.94	\$558.36	\$678.15	\$734.58
2	\$32.24	\$22.56	\$27.40	\$29.68	18	\$290.16	\$203.04	\$246.60	\$267.12	34	\$548.08	\$383.52	\$465.80	\$504.56	50	\$806.00	\$564.00	\$685.00	\$742.00
2.5	\$40.30	\$28.20	\$34.25	\$37.10	18.5	\$298.22	\$208.68	\$253.45	\$274.54	34.5	\$556.14	\$389.16	\$472.65	\$511.98	50.5	\$814.06	\$569.64	\$691.85	\$749.42
3	\$48.36	\$33.84	\$41.10	\$44.52	19	\$306.28	\$214.32	\$260.30	\$281.96	35	\$564.20	\$394.80	\$479.50	\$519.40	51	\$822.12	\$575.28	\$698.70	\$756.84
3.5	\$56.42	\$39.48	\$47.95	\$51.94	19.5	\$314.34	\$219.96	\$267.15	\$289.38	35.5	\$572.26	\$400.44	\$486.35	\$526.82	51.5	\$830.18	\$580.92	\$705.55	\$764.26
4	\$64.48	\$45.12	\$54.80	\$59.36	20	\$322.40	\$225.60	\$274.00	\$296.80	36	\$580.32	\$406.08	\$493.20	\$534.24	52	\$838.24	\$586.56	\$712.40	\$771.68
4.5	\$72.54	\$50.76	\$61.65	\$66.78	20.5	\$330.46	\$231.24	\$280.85	\$304.22	36.5	\$588.38	\$411.72	\$500.05	\$541.66	52.5	\$846.30	\$592.20	\$719.25	\$779.10
5	\$80.60	\$56.40	\$68.50	\$74.20	21	\$338.52	\$236.88	\$287.70	\$311.64	37	\$596.44	\$417.36	\$506.90	\$549.08	53	\$854.36	\$597.84	\$726.10	\$786.52
5.5	\$88.66	\$62.04	\$75.35	\$81.62	21.5	\$346.58	\$242.52	\$294.55	\$319.06	37.5	\$604.50	\$423.00	\$513.75	\$556.50	53.5	\$862.42	\$603.48	\$732.95	\$793.94
6	\$96.72	\$67.68	\$82.20	\$89.04	22	\$354.64	\$248.16	\$301.40	\$326.48	38	\$612.56	\$428.64	\$520.60	\$563.92	54	\$870.48	\$609.12	\$739.80	\$801.36
6.5	\$104.78	\$73.32	\$89.05	\$96.46	22.5	\$362.70	\$253.80	\$308.25	\$333.90	38.5	\$620.62	\$434.28	\$527.45	\$571.34	54.5	\$878.54	\$614.76	\$746.65	\$808.78
7	\$112.84	\$78.96	\$95.90	\$103.88	23	\$370.76	\$259.44	\$315.10	\$341.32	39	\$628.68	\$439.92	\$534.30	\$578.76	55	\$886.60	\$620.40	\$753.50	\$816.20
7.5	\$120.90	\$84.60	\$102.75	\$111.30	23.5	\$378.82	\$265.08	\$321.95	\$348.74	39.5	\$636.74	\$445.56	\$541.15	\$586.18	55.5	\$894.66	\$626.04	\$760.35	\$823.62
1/8 Pg. 8	\$128.96	\$90.24	\$109.60	\$118.72	24	\$386.88	\$270.72	\$328.80	\$356.16	40	\$644.80	\$451.20	\$548.00	\$593.60	56	\$902.72	\$631.68	\$767.20	\$831.04
8.5	\$137.02	\$95.88	\$116.45	\$126.14	24.5	\$394.94	\$276.36	\$335.65	\$363.58	40.5	\$652.86	\$456.84	\$554.85	\$601.02	56.5	\$910.78	\$637.32	\$774.05	\$838.46
9	\$145.08	\$101.52	\$123.30	\$133.56	25	\$403.00	\$282.00	\$342.50	\$371.00	41	\$660.92	\$462.48	\$561.70	\$608.44	57	\$918.84	\$642.96	\$780.90	\$845.88
9.5	\$153.14	\$107.16	\$130.15	\$140.98	25.5	\$411.06	\$287.64	\$349.35	\$378.42	41.5	\$668.98	\$468.12	\$568.55	\$615.86	57.5	\$926.90	\$648.60	\$787.75	\$853.30
10	\$161.20	\$112.80	\$137.00	\$148.40	26	\$419.12	\$293.28	\$356.20	\$385.84	42	\$677.04	\$473.76	\$575.40	\$623.28	58	\$934.96	\$654.24	\$794.60	\$860.72
10.5	\$169.26	\$118.44	\$143.85	\$155.82	26.5	\$427.18	\$298.92	\$363.05	\$393.26	42.5	\$685.10	\$479.40	\$582.25	\$630.70	58.5	\$943.02	\$659.88	\$801.45	\$868.14
11	\$177.32	\$124.08	\$150.70	\$163.24	27	\$435.24	\$304.56	\$369.90	\$400.68	43	\$693.16	\$485.04	\$589.10	\$638.12	59	\$951.08	\$665.52	\$808.30	\$875.56
11.5	\$185.38	\$129.72	\$157.55	\$170.66	27.5	\$443.30	\$310.20	\$376.75	\$408.10	43.5	\$701.22	\$490.68	\$595.95	\$645.54	59.5	\$959.14	\$671.16	\$815.15	\$882.98
12	\$193.44	\$135.36	\$164.40	\$178.08	28	\$451.36	\$315.84	\$383.60	\$415.52	44	\$709.28	\$496.32	\$602.80	\$652.96	60	\$967.20	\$676.80	\$822.00	\$890.40
12.5	\$201.50	\$141.00	\$171.25	\$185.50	28.5	\$459.42	\$321.48	\$390.45	\$422.94	44.5	\$717.34	\$501.96	\$609.65	\$660.38	60.5	\$975.26	\$682.44	\$828.85	\$897.82
13	\$209.56	\$146.64	\$178.10	\$192.92	29	\$467.48	\$327.12	\$397.30	\$430.36	45	\$725.40	\$507.60	\$616.50	\$667.80	61	\$983.32	\$688.08	\$835.70	\$905.24
13.5	\$217.62	\$152.28	\$184.95	\$200.34	29.5	\$475.54	\$332.76	\$404.15	\$437.78	45.5	\$733.46	\$513.24	\$623.35	\$675.22	61.5	\$991.38	\$693.72	\$842.55	\$912.66
14	\$225.68	\$157.92	\$191.80	\$207.76	30	\$483.60	\$338.40	\$411.00	\$445.20	46	\$741.52	\$518.88	\$630.20	\$682.64	62	\$999.44	\$699.36	\$849.40	\$920.08
14.5	\$233.74	\$163.56	\$198.65	\$215.18	30.5	\$491.66	\$344.04	\$417.85	\$452.62	46.5	\$749.58	\$524.52	\$637.05	\$690.06	62.5	\$1,007.50	\$705.00	\$856.25	\$927.50
15	\$241.80	\$169.20	\$205.50	\$222.60	31	\$499.72	\$349.68	\$424.70	\$460.04	47	\$757.64	\$530.16	\$643.90	\$697.48	63	\$1,015.56	\$710.64	\$863.10	\$934.92
15.5	\$249.86	\$174.84	\$212.35	\$230.02	31.5	\$507.78	\$355.32	\$431.55	\$467.46	47.5	\$765.70	\$535.80	\$650.75	\$704.90	63.5	\$1,023.62	\$716.28	\$869.95	\$942.34
1/4 Pg. 16	\$257.92	\$180.48	\$219.20	\$237.44	1/2 Pg. 32	\$515.84	\$360.96	\$438.40	\$474.88	48	\$773.76	\$541.44	\$657.60	\$712.32	Full 64	\$1,031.68	\$721.92	\$876.80	\$949.76