

# IT'S ALL ABOUT THE DESTINATION!

**INSURE THAT YOUR ADVERTISING DOLLARS  
REACH THEIR DESIRED DESTINATION.**

We offer total market coverage in Boone County with an audited circulation of more than 20,100. 76% of readers surveyed indicated they read the Boone County Shopper regularly\*

80% of readers indicated they purchase products or services from ads seen in the Boone County Shopper.\*

**WHAT YOU HAVE TO SAY IS UP TO YOU  
...SPREADING THE WORD, THAT'S UP TO US!**



Choose A Paper Audited By The  
Circulation Verification Council

**THE** **BOONE COUNTY** **Shopper** **INC**

112 Leonard Court, Belvidere • 815-544-2166  
[www.boonecountyshopper.com](http://www.boonecountyshopper.com)

\*According to surveys conducted in April, 2007 by Circulation Verification Council, a national, independent newspaper auditing firm.