

CLASSIFIED RATES

January 2012



HELP WANTED

SERVICES OFFERED

REAL ESTATE

FOR SALE

PETS



CHILD CARE
BIRTHDAYS
NOTICE



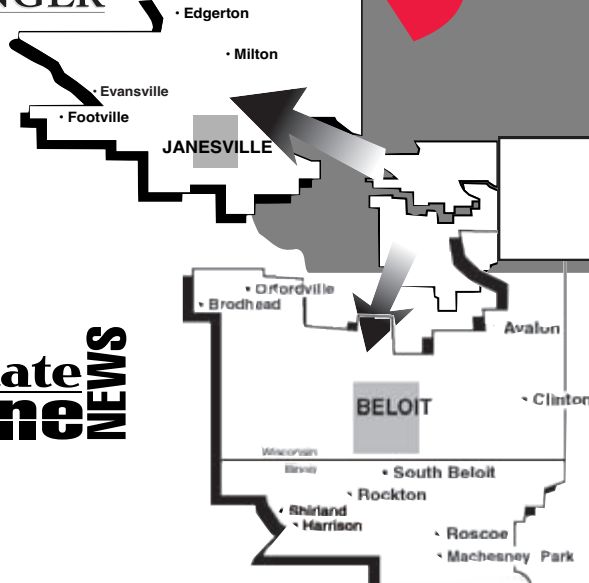
AUTOMOTIVE

RUMMAGE SALE

CARD OF THANKS



JANESVILLE
MESSENGER



State
line
NEWS

Janesville Messenger

333 S. Wuthering Hills Drive
Janesville, WI 53546

608-752-0777 • Fax: 608-752-1007

http://www.communityshoppers.com
E-mail: csi@communityshoppers.com

DISTRIBUTION INFORMATION

CVC Audit Report. Audit Period:
Ending March 31, 2011

Total Distribution	
Wednesday.....	27,221
Sunday.....	29,075
Total Per Week.....	56,296

Verified Receivership.....	98.8%
Verified Readership:.....	82.9%
Total Readers: Wednesday.....	42,361
Sunday.....	45,246

Total verified per week.....	87,607
Avg. Reader per edition.....	1.9

Stateline News

1555 Willowbrook Road
Beloit, WI 53511

608-365-1663 • Fax: 608-365-7045

South: 815-389-2722
http://www.communityshoppers.com

DISTRIBUTION INFORMATION

CVC Audit Report. Audit Period:
Ending March 31, 2011

Total Distribution	
Wednesday.....	36,338
Sunday.....	39,335
Total Per Week.....	75,673

Verified Receivership.....	98.5%
Verified Readership:.....	83.2%
Total Readers: Wednesday.....	55,837
Sunday.....	60,442

Total verified per week.....	116,279
Avg. Reader per edition.....	1.875

The Shopper
WALWORTH COUNTY
ADVERTISER

WALWORTH COUNTY
Sunday

• Palmyra	• Lake Geneva
• Whitewater	• East Troy
• Mukwonago	• Burlington
• Elkhorn	• Delavan
• Williams Bay	• Sharon
• Darlen	• Harvard
• Walworth	• Genoa
• Fontana	• City

Total Verified Readers Combined Per Week

Wednesday	Sunday	Total
159,677	167,107	326,784

Total Household Combined Per Week

Wednesday	Sunday	Total
103,437	108,249	211,686

Walworth County Shopper Advertiser Walworth County Sunday

P.O. Box 367 • 120 Wright St.
Delavan, WI 53115-0367

262-728-3424 • Fax: 262-728-5479

http://www.communityshoppers.com
E-mail: csi@communityshoppers.com

DISTRIBUTION INFORMATION

CVC Audit Report. Audit Period:
Ending March 31, 2011

Total Distribution	
Wednesday.....	39,878
Sunday.....	39,839
Total Per Week.....	79,717

Verified Receivership.....	98%
Verified Readership.....	83.9%
Total Readers: Wednesday.....	61,478
Sunday.....	61,418

Total verified per week.....	122,897
Avg. Reader per edition.....	1.875



Last Update:
August 1, 2011

Complete copies of CVC Audit Reports are available upon request

Classified Rates

Private Party Classified Line Rate
 3 lines \$8.10
 \$2.05 each additional line
Business Classified Line Rate
 3 lines \$9.90
 \$2.05 each additional line

Bold - \$1.50 per word
White Space - \$2.05 per line
Line Border Box - around ad, \$3.95 per insertion
Blind Box - \$13.00 per insertion
Logos - customer supplied,
 6 lines \$12.30 plus additional cost
Pictures - memorials, birthdays, etc.
 13 lines - \$26.65 plus additional cost
Full Picture - memorials, birthdays, etc.
 26 lines - \$53.30 plus additional cost
Clip Art - customer supplied, 6-13 lines
 charge based on number of lines
2 Runs - same ad back-to-back or 2+ markets is
 10% off 2nd run only *private party only
Rummage Sale - \$14.25, 3 lines - includes address in bold
 \$2.05 ea. additional line, Beloit & Walworth Co.
Rummage Sale - \$11.65, 3 lines - includes address in bold
 \$2.05 each additional line - Janesville
*Any additional words in **BOLD** for rummage sale
 ads is \$1.50 per word.*
**Rummage Sale Rates - Private Party Only –*

Internet

Included at no charge for every classified line ad
www.communityshoppers.com



MISSION statement

CSI is a growth oriented, advertising and printing company
 dedicated to providing quality products
 and services to the community while connecting
 our customers with their customers.

**Check our paper for specials on
 auto, boats, for sale items, etc.**

PROVEN RESULTS.

***FOR SALE**
 Three lines, all markets, up to 30 days . . . \$20.40
 Additional line rate \$2.05

Ad runs 2 weeks, if item doesn't sell, get the next 2 weeks FREE.
 Customer must call to renew ad if item is not sold after first 2 weeks

Janesville market only

1 Item Under \$100, 3 lines, For Sale,
any category except auto or real estate
1 ad/week/household/month FREE

Customer must have Janesville circulation area address for free ads.

PROVEN RESULTS.

Reach over 326,700 verified readers in
 Walworth and Rock Counties in Wisconsin
 and Winnebago County in Illinois.

That's more readers than

Beloit Daily News and the Janesville Gazette, combined!

***AUTOMOTIVE/WATERCRAFT**
 Three lines, all markets, up to 30 days . . . \$25.00
 Additional line rate \$2.05

Ad runs 2 weeks, if item doesn't sell, get the next 2 weeks FREE.
 Customer must call to renew ad if item is not sold after first 2 weeks.

PROVEN RESULTS.

*TRANSPORTATION PHOTO ADS

Includes: Auto, cycle, boat, recreational, etc.

Three lines & photo, up to 30 days . \$48.50
Additional line rate \$2.05

Ad runs 2 weeks, if item doesn't sell, get the next 2 weeks
 FREE. Customer must call to renew ad if item is not sold
 after first 2 weeks.

You may email your photo to
classifieds@communityshoppers.com, bring
 your own photo, or CSI can take one for you.



1998 FORD Windstar
 3.8, V6, auto., ABS.
 (XXX) XXX-XXXX.

For Sale • Automotive/Watercraft • Auto/Cycle/Boat

*All special rate ads must be prepaid. Rates apply to private party
 only, non-commercial, non-real estate advertisers, are non-refund-
 able. Rates apply to ads including price and only one item per ad.

1 Item per month - per customer. Customer must request special.

CUSTOMER MUST REQUEST SPECIAL.

Deadlines: Monday -12 Noon - Stateline & Messenger
 Tuesday - 12 Noon - W/C Shopper Advertiser
 Thursday - 11 AM - Messenger;
 12 Noon - Stateline & W/C Sunday
 (Earlier deadline for fax or email ads)

All Classified ads go on our Website FREE!

Rates subject to change without prior notice



Walworth County Shopper Advertiser

Walworth County Sunday

P.O. Box 367 • 120 Wright St.
 Delavan, WI 53115-0367
 262-728-3424 • Fax: 262-728-5479
<http://www.communityshoppers.com>
 E-mail: classifieds@communityshoppers.com
 Published Sunday and Wednesday



Stateline News

1555 Willowbrook Road, Beloit, WI 53511
 608-365-1663 • Fax: 608-365-7045
 South: 815-389-2722
<http://www.communityshoppers.com>
 E-mail: classifieds@communityshoppers.com
 Published Sunday and Wednesday

JANESVILLE MESSANGER

Janesville Messenger

333 S. Wuthering Hills Drive
 Janesville, WI 53546
 608-752-0777 • Fax: 608-752-1007
<http://www.communityshoppers.com>
 E-mail: classifieds@communityshoppers.com
 Published Sunday & Wednesday

Community Awareness Rates

Our Community Awareness page supports a non-profit group such
 as the Local Food Pantry or Animal Shelter. It can also publicize a
 local community event or feature holiday activities. They are also
 done as a health awareness page promoting health and safety tips;
 as our yearly Cancer Awareness page does. These pages are an
 opportunity to support worthy causes and are beneficial to both
 your local community and your business.

Buy Entire Year's Schedule	\$35.00 per ad
12 or more (but not all)	\$37.00 per ad
6 to 11	\$39.00 per ad
5 or less	\$42.00 per ad
Buy ads individually	\$44.00 per ad
All-market buy	\$49.00 per ad

**For a complete list of pages, please
 contact your local CSI Inside Sales Representative**