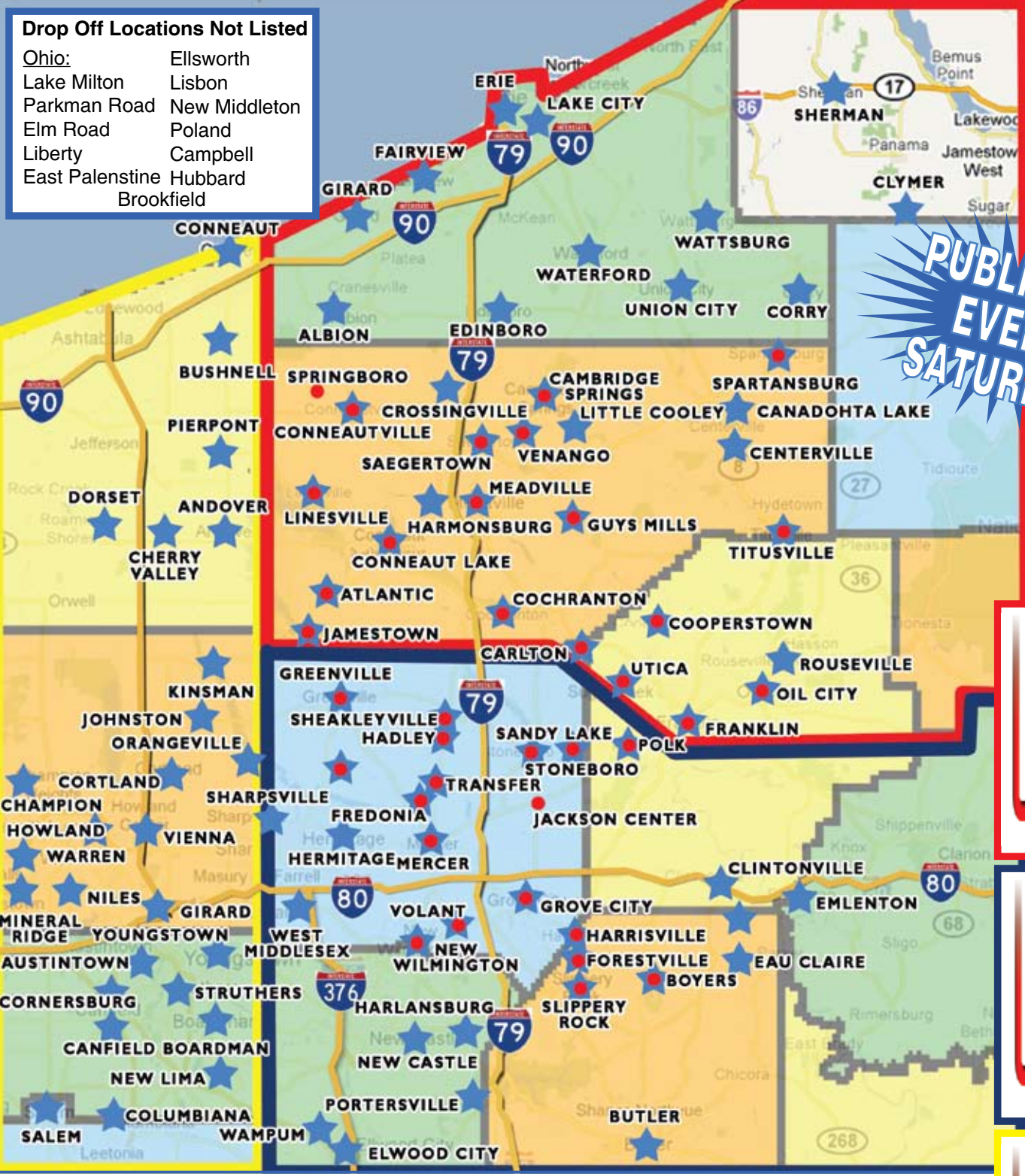


# AREA SHOPPER

**Drop Off Locations Not Listed**

- Ohio:  
 Ellsworth  
 Lake Milton  
 Lisbon  
 Parkman Road  
 New Middleton  
 Elm Road  
 Poland  
 Liberty  
 Campbell  
 East Palenstine  
 Hubbard  
 Brookfield



**PUBLISHES EVERY SATURDAY**

- MAIL & DROP OFF
- MAIL
- DROP OFF

**NORTH**  
 DIRECT MAIL: 29,105  
 DROP OFFS: 8,450  
 TOTAL CIRCULATION: **37,555**

**SOUTH**  
 DIRECT MAIL: 32,288  
 DROP OFFS: 9,100  
 TOTAL CIRCULATION: **41,388**

**OHIO**  
 DROP OFFS: 20,000  
 TOTAL CIRCULATION: **20,000**

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**TO ADVERTISE WITH US  
 WWW.THEAREASHOPPER.COM**

**TOTAL COPIES ARE OVER 98,000**

# AREA SHOPPER

NORTHWESTERN PENNSYLVANIA'S OLDEST SHOPPER GUIDE

## COVERAGE = CUSTOMERS

**NORTH ZONE**

### CRAWFORD, ERIE, VENANGO COUNTIES

ERIE	ALBION	CENTERVILLE	ATLANTIC
LAKE CITY	SPRINGBORO	VENANGO	JAMESTOWN
FAIRVIEW	CROSSINGVILLE	SAEGERTOWN	COCHRANTON
GIRARD	CAMBRIDGE SPRINGS	LINESVILLE	COOPERSTOWN
WATTSBURG	SPARTANSBURG	CONNEAUT LAKE	CARLTON
WATERFORD	CONNEAUTVILLE	HARMONSBURG	UTICA
UNION CITY	LITTLE COOLEY	MEADVILLE	ROUSEVILLE
CORRY	CANADOHTA LAKE	GUYS MILLS	OIL CITY
EDINBORO		TITUSVILLE	FRANKLIN

**SOUTH ZONE**

### LAWRENCE, MERCER, BUTLER COUNTIES

GREENVILLE	JACKSON CENTER	LUCINDA	HARLANSBURG
SHEAKLEYVILLE	HERMITAGE	EMLENTON	NEW CASTLE
HADLEY	MERCER	CHERRY VALLEY	WAMPUM
SANDY LAKE	WEST MIDDLESEX	HARRISVILLE	PORTERSVILLE
STONEBORO	VOLANT	FORESTVILLE	ELWOOD CITY
POLK	NEW WILMINGTON	BOYERS	
SHARPSVILLE	GROVE CITY	EAU CLAIRE	
FREDONIA	CLINTONVILLE	SLIPPERY ROCK	
TRANSFER	KNOX	BUTLER	

**PUBLISHES EVERY SATURDAY**

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## SOUTH

**DIRECT MAIL: 32,288**

**DROP OFFS: 9,100**

**TOTAL CIRCULATION:**

**41,388**

**TOTAL OVER**

# 78,000

## LOW AFFORDABLE PRICES = HIGH EXPOSURE

### ONE ZONE (NORTH OR SOUTH)

2-22 Column Inches	\$9.90 per col. inch
23-44 Column Inches	\$9.80 per col. inch
45-66 Column Inches	\$9.70 per col. inch
67-88 Column Inches	\$9.60 per col. inch
89-110 Column Inches	\$9.50 per col. inch
111-128 Column Inches	\$9.40 per col. inch

### TWO ZONES (NORTH OR SOUTH)

2-22 Column Inches	\$13.90 per col. inch
23-44 Column Inches	\$13.80 per col. inch
45-66 Column Inches	\$13.70 per col. inch
67-88 Column Inches	\$13.60 per col. inch
89-110 Column Inches	\$13.50 per col. inch
111-128 Column Inches	\$13.40 per col. inch

**MECHANICAL SPECS - ONE COLUMN: 1.8" WIDE - FULL PAGE: 8 COLUMNS X 15"**

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# NORTHWESTERN PENNSYLVANIA'S OLDEST SHOPPER GUIDE

# AREA SHOPPER

## CRAWFORD, ERIE, VENANGO COUNTIES

**NORTH ZONE**

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GIRARD	CAMBRIDGE SPRINGS	LINESVILLE	COOPERSTOWN
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WATERFORD	CONNEAUTVILLE	HARMONSBURG	UTICA
UNION CITY	LITTLE COOLEY	MEADVILLE	ROUSEVILLE
CORRY	CANADOHTA LAKE	GUYS MILLS	OIL CITY
EDINBORO		TITUSVILLE	FRANKLIN

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POLK	NEW WILMINGTON	BOYERS	
SHARPSVILLE	GROVE CITY	EAU CLAIRE	
FREDONIA	CLINTONVILLE	SLIPPERY ROCK	
TRANSFER	KNOX	BUTLER	

**SOUTH**

DIRECT MAIL: 32,288  
DROPOFFS: 9,100

TOTAL CIRCULATION:

**41,388**

## OHIO ZONE ONLY - \$5.00 PCI FLAT RATE

**OHIO ZONE**

CONNEAUT	CORTLAND	YOUNGSTOWN	LAKE MILTON
BUSHNELL	CHAMPION	AUSTINTOWN	PARKMAN ROAD
PIERPONT	HOWLAND	CORNERSBURG	ELM ROAD
DORSET	VIENNA	STRUTHERS	LIBERTY
ANDOVER	WARREN	CANFIELD	EAST PALENSTINE
CHERRY VALLEY	MINERAL RIDGE	BOARDMAN	ELLSWORTH
KINSMAN	GIRARD	NEW LIMA	LIABON
JOHNSTON	NILES	COLUMBIANA	NEW MIDDLETON
ORANGEVILLE	BROOKFIELD	SALEM	POLAND
HUBBARD			CAMPBELL

**OHIO**

DROPOFFS: 20,000

TOTAL CIRCULATION:

**20,000**

TOTAL COPIES  
DISTRIBUTED OVER

**98,000**

### ONE ZONE (NORTH OR SOUTH)

2-22 Column Inches	\$9.90 per col. inch
23-44 Column Inches	\$9.80 per col. inch
45-66 Column Inches	\$9.70 per col. inch
67-88 Column Inches	\$9.60 per col. inch
89-110 Column Inches	\$9.50 per col. inch
111-128 Column Inches	\$9.40 per col. inch

### ALL THREE ZONES

2-22 Column Inches	\$16.90 per col. inch
23-44 Column Inches	\$16.80 per col. inch
45-66 Column Inches	\$16.70 per col. inch
67-88 Column Inches	\$16.60 per col. inch
89-110 Column Inches	\$16.50 per col. inch
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111-128 Column Inches	\$13.40 per col. inch

### MECHANICAL SPECS

1 Column	1.16 in
2 Column	2.43 in
3 Column	3.66 in
4 Column	4.93 in
5 Column	6.21 in
6 Column	7.48 in
7 Column	8.76 in
8 Column	10 in

**PUBLISHES  
EVERY  
SATURDAY**

**DEADLINE  
EVERY  
WEDNESDAY**

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# North Area Shopper

## **Oil City 16301**

RD # 1 - 518  
RD#2 - 672  
**Total - 1190**

## **Cooperstown 16317**

Boxes - 181  
Star Route - 40  
RD#1 - 454  
**Total - 675**

## **Atlantic 16111**

RD # 1 - 408  
**Total - 408**

## **Adamsville 16110**

RD # 1 - 130  
**Total - 130**

## **Titusville 16354**

RD # 1 - 445  
RD#2 - 316  
RD#3 - 478  
RD#4 - 463  
RD#5 - 453  
**Total - 2155**

## **Guys Mills 16327**

RD # 1 - 506  
RD#2 - 509  
**Total - 1015**

## **Hartstown 16131**

RD # 1 - 349  
**Total - 349**

## **Conneaut Lake 16311**

RD # 1 - 691  
RD#2 - 519  
RD#3 - 480  
RD#4 - 638  
**Total - 2328**

## **Franklin 16323**

RD # 1 - 385  
RD#2 - 488  
RD#3 - 547  
RD#4 - 588  
RD#5 - 481  
Star Route - 191  
**Total - 2680**

## **Meadville 16335**

RD # 1 - 533  
RD#2 - 521  
RD#3 - 422  
RD#4 - 516  
RD#5 - 500  
RD#6 - 509  
RD#7 - 598  
RD#8 - 532  
RD#9 - 614  
RD#10 - 301  
RD#12 - 377  
St. Route - 171  
**Total - 5594**

## **Saegertown 16433**

RD # 1 - 538  
RD#2 - 435  
RD#3 - 419  
RD#4 - 267  
**Total - 1659**

## **Conneautville 16406**

RD # 1 - 261  
RD#2 - 463  
RD#3 - 455  
**Total - 1179**

## **Utica 16362**

Boxes - 66  
RD#1 - 410  
**Total - 476**

## **Linesville 16424**

Boxes - 515  
RD#1 - 615  
RD#2 - 444  
RD#3 - 411  
RD#4 - 479  
**Total - 2464**

## **Springboro 16435**

RD # 1 - 450  
RD#2 - 199  
**Total - 649**

## **Cochranon 16314**

Boxes - 487  
RD#1 - 512  
RD#2 - 516  
RD#3 - 524  
RD#4 - 297  
**Total - 2336**

## **Jamestown 16134**

RD # 1 - 598  
RD#2 - 531  
RD#3 - 560  
**Total - 1689**

## **Venango 16440**

RD # 1 - 257  
**Total - 257**

## **Cambridge Springs 1**

RD # 1 - 538  
RD#2 - 435  
RD#3 - 419  
RD#4 - 267  
**Total - 1642**

## **Carlton 16311**

Boxes - 16  
RD#1 - 214  
**Total - 230**

**Total North Area**  
**North Area Mailed - 29,105**  
**North Area Drop Off's - 8,450**  
**Total North - 37,555**

# South Area Shopper

## **Hadley 16130**

Boxes - 56  
RD # 1 - 438  
RD # 2 - 222  
RD # 3 - 128

**Total - 844**

## **Polk 16342**

Boxes - 129  
RD # 1 - 476  
RD # 3 - 141  
RD # 4 - 186

**Total - 932**

## **Stoneboro 16153**

Boxes - 249  
25 Lake - 50  
RD#2 - 430  
RD # 3 - 430

**Total - 1,159**

## **Sandy Lake 16145**

Boxes - 140  
RD # 1 - 504  
RD # 2 - 517

**Total - 1161**

## **Clarks Mills 16114**

Boxes - 37  
RD # 1 - 245

**Total - 282**

## **Sheakleyville 16151**

Boxes - 85

**Total - 85**

## **Jackson Center 16133**

Boxes - 80  
RD # 1 - 391  
RD # 2 - 209

**Total - 680**

## **Fredonia 16124**

Boxes - 190  
RR 1 - 468  
RR 2 - 159

**Total - 817**

## **New Wilmington 16142**

RD # 1 - 499  
RD#2 - 506  
RD#3 - 533

**Total - 1538**

## **Grove City 16127**

C001 - 448  
C002 - 523  
C003 - 506  
C004 - 417  
C006 - 546  
PBOX - 415  
RD#1 - 516  
RR#2 - 505  
RD#3 - 462  
RD#4 - 490  
RD#5 - 519  
RD#6 - 431

**Total - 5778**

## **Mercer 16137**

C001 - 378  
C002 - 417  
C003 - 47  
PBOX - 277  
RD#1 - 448  
RD#2 - 466  
RD#3 - 511  
RD#4 - 535  
RD#5 - 531  
RD#6 - 421  
RD#7 - 527  
RD#8 - 379  
RD#9 - 171

**Total - 5108**

## **Transfer 16154**

Boxes - 132  
RD#1 - 554  
RD#2 - 553

**Total - 1239**

## **Volant 16156**

Boxes - 116  
RD#1 - 377  
RD#2 - 393  
RD#3 - 434

**Total - 1320**

## **Slippery Rock 16057**

BOXES - 320  
CR001 - 443  
CR002 - 89  
CR003 - 161  
RD#1 - 549  
RD#2 - 655  
RD#3 - 535  
RD#4 - 526  
RD#5 - 621  
RD#6 - 764

**Total - 5163**

## **Greenville 16125**

RD # 1 - 462  
RD#2 - 486  
RD#3 - 449  
RD#4 - 558  
RD#5 - 519  
RD#6 - 655  
RD#7 - 471  
RD#8 - 595

**Total - 4195**

## **Harrisville 16038**

Boxes - 266  
RD#1 - 525  
RD#2 - 595

**Total - 1386**

## **Forestville 16035**

Boxes - 70

**Total - 70**

## **Boyers 16020**

Boxes - 114  
RD#1 - 128  
RD#2 - 289

**Total - 531**

**Total South Area  
South Area Mailed - 32,288  
South Area Drop Off's - 9,100  
Total South - 41,388**

# 2013 Ad Sizes and Prices

## 2 col. x 2" Ad

Ohio .....\$20.00  
North or South .....\$39.60  
North & South .....\$55.60  
North/South/Ohio.....\$67.60

## 2 col. x 4" Ad

Ohio .....\$40.00  
North or South .....\$79.20  
North & South .....\$111.20  
North/South/Ohio...\$135.20

## 2 col. x 6" Ad

Ohio .....\$60.00  
North or South .....\$118.80  
North & South .....\$166.80  
North/South/Ohio...\$202.80

## 2 col. x 3" Ad

Ohio .....\$30.00  
North or South .....\$59.40  
North & South .....\$83.40  
North/South/Ohio...\$101.40

## 3 col. x 3" Ad

Ohio .....\$45.00  
North or South .....\$89.10  
North & South .....\$125.10  
North/South/Ohio.....\$152.10

## 3 col. x 2" Ad (Business Card)

Ohio .....\$30.00  
North or South .....\$59.40  
North & South .....\$83.40  
North/South/Ohio.....\$101.40

**3 col. x 5" Ad**

Ohio .....	\$75.00
North or South .....	\$148.50
North & South .....	\$208.50
North/South/Ohio.....	\$253.50

**4 col. x 4" Ad**

Ohio .....	\$80.00
North or South .....	\$158.40
North & South .....	\$222.40
North/South/Ohio.....	\$270.40

**1/4 Page Ad 4 col. x 7.5"**

Ohio .....	\$150.00
North or South .....	\$313.60
North & South .....	\$441.60
North/South/Ohio.....	\$537.60



**1/2 Page Ad 8 col. x 7.5"**

Ohio .....	\$300.00
North or South .....	\$620.80
North & South .....	\$876.80
North/South/Ohio.....	\$1,068.80