



# Media Kit

*Release Date: January 2023*

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**The Shopper's Route** is a weekly advertisement leaflet that gets distributed all over *Williamsburg, Boro Park & Crown Heights*.

Our drop off points are in stores, supermarkets, restaurants, doctor's offices & more.

It's an extremely popular, much anticipated publication. It reaches every household where it quickly gets devoured by eager, savvy shoppers.

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# HAVE YOU EVER WONDERED WHY PLACING AN AD IN THE SHOPPERS ROUTE IS SO EFFECTIVE??

1

The Shopper's Routes' weekly distribution regularly amounts to 15,000 copies.

2

The Shopper's Route is seen by the vast majority of Williamsburg residents.

3

The Shoppers Route is distributed every Wednesday & refilled on Thursday to make sure it reaches all residents.

4

The Shoppers Route is viewed weekly online by numerous visitors At our website [www.theshoppersroute.com](http://www.theshoppersroute.com)

5

The Shoppers Route is sent weekly by email, at no cost, for thousands of subscribers.

6

The Shoppers Route has earned its reputation for the past 20 years by hundreds of satisfied clients. Every client becomes a steady advertiser.

# PRICE SHEET

**Full Page**

Pages 3&5 \$550  
Pages 7&9 \$500

(w)7.78" x (h)10.5" +.25 bleed

1x	\$450
4x	\$400
8x	\$390
24x	\$375

**Half Page**

(w)7" x (h)4.75"

(w)3.5" x (h)10"

1x	\$250
4x	\$200
8x	\$180
24x	\$175

**Quarter Page**

(w)3.5" x (h)4.75"

**Quarter Page**

(w)7" x (h)2.25"

1x	\$110
4x	\$100
8x	\$90
24x	\$80

**Eighth Page**

(w)3.5" x (h)2.3"

1x	\$75
4x	\$65
8x	\$50
24x	\$50

**Front Cover**

\$900

(w)7.125" x (h)6.75"

**Back Cover**

\$900

(w)7.78" x (h)8.50" + .25 bleed

Cover strip must be a monthly agreement (3 month minimum)

cover strip	2.25" x .5"	\$100
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**Classifieds**

\$15  
bold \$18  
pic \$20

Free: Lost/found giveaways & apparel

**Second Hand Items**

Free with image & price  
(not intended for apparel)

**Deadlines**

Regular Ads:  
**Tuesday 1 pm**

Classifieds:  
**Monday 5pm**



**PLACE YOUR AD AND HEAR YOUR  
INFLUX OF CUSTOMERS SAY:**

**"I SAW IT IN THE  
SHOPPER'S ROUTE"**



# CONTACT US

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