



2011 Media Planner



of the
WEST
Southwest
Southeast
NORTHEAST
MIDWEST

**AMERICA'S CHOICE FOR
 REGIONAL COVERAGE!**

Regional News
& Features

National Updates

State Market Profiles

MarketMetrix

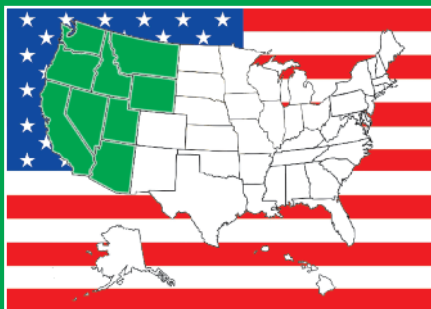
THE SHELBY REPORT OF THE WEST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 24, 2010	• Organics, Health & Wellness	Arizona	NASFT Fancy Food Show 1/16-18 FMI Midwinter Exec Conference 1/23-25
February	December 29, 2010	• Condiments, Sauces & Spices	Nevada	KeHE Distributors Summer Selling Show 2/8-9 AWMA Conference & Expo 2/8-10 NGA Conference & Expo 2/13-16
March	January 26, 2011	• Wholesalers/Distributors • Pet Aisle	Wyoming	National Hispanic Sales, Marketing & Education Conference 3/1-3 Int'l Home & Housewares Show 3/6-8 Natural Products Expo West 3/11-13
April	February 23, 2011	• Beverages, Candy & Snacks	Oregon	WAFAC Annual Convention 4/2-6 NARMS Spring Conference 4/9-12 AMI Conference 4/13-16
May	March 23, 2011	• Independent Grocers • Equipment, Services & Technology	N/A	United Fresh 2011 Convention 5/2-5 FMI Future Connect 5/10-12 ROFDA Spring Conference 5/14-17 IFBA Top to Top Conference 5/17-19 Sweets & Snacks Expo 5/24-26
June	April 20, 2011	• Dairy/Deli/Bakery	Washington	IDDBA Expo 6/5-7 KeHE Holiday Show 6/12-14
July	May 18, 2011	• Ethnic Merchandising	Montana	NASFT Summer Fancy Food Show 7/10-12 Southwest Meat Association Show TBD
August	June 22, 2011	• Meat/Seafood/Poultry • Beer & Wine	Northern California	Expo Comida Latina 8/28-30
September	July 20, 2011	• Women of the West	Utah	California Grocers Association Strategic Conference (CGA) ... 9/25-27
October	August 17, 2011	• C-Stores • Produce Xtra	Idaho	NACS Show 10/1-4 PMA Fresh Summit 10/11-14 National Frozen & Refrigerated Convention 10/22-25 IFDA Convention & Expo 10/24-26 FMI Productivity Plus TBD
November	September 14, 2011	• Store Brands • GM/HBC	Southern California	ROFDA Fall Conference 11/12-15 PLMA Private Label Trade Show 11/13-15
December	October 12, 2011	• State of the West	N/A	

WEST Circulation

Business Classifications

Supermarket Headquarters	42.3%	6,698
Supermarket Store Mgrs.	39.1%	6,190
Manufacturers	9.4%	1,488
C-Store Headquarters	2.1%	332
Wholesale Headquarters	5.2%	824
Food Brokers	0.9%	142
Others	1.0%	158
TOTAL	100%	15,832



Arizona	1,740
California	5,710
Idaho	680
Montana	636
Nevada	522
Oregon	1,234
Utah	1,013
Washington	2,262
Wyoming	138
Other U.S.	1,897
TOTAL	15,832

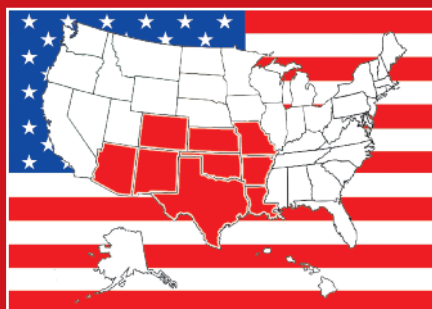
THE SHELBY REPORT OF THE SOUTHWEST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	December 1, 2010	• Organics, Health & Wellness	New Mexico	NASFT Fancy Food Show..... 1/16-18 FMI Midwinter Exec Conference..... 1/23-25
February	January 5, 2011	• Condiments, Sauces & Spices	West Texas	KeHE Distributors Summer Selling Show 2/8-9 AWMA Conference & Expo..... 2/8-10 NGA Conference & Expo 2/13-16
March	February 2, 2011	• Wholesalers/Distributors • Pet Aisle	North Texas	National Hispanic Sales, Marketing & Education Conference.... 3/1-3 Int'l Home & Housewares Show..... 3/6-8 Natural Products Expo West..... 3/11-13
April	March 2, 2011	• Beverages, Candy & Snacks	Houston	WAFC Annual Convention 4/2-6 NARMS Spring Conference..... 4/9-12 AMI Conference 4/13-16
May	March 30, 2011	• Independent Grocers • Equipment, Services & Technology	N/A	United Fresh 2011 Convention 5/2-5 FMI Future Connect 5/10-12 ROFDA Spring Conference 5/14-17 IFBA Top to Top Conference..... 5/17-19 Sweets & Snacks Expo..... 5/24-26
June	April 27, 2011	• Dairy/Deli/Bakery	South Texas	IDDBA Expo 6/5-7 KeHE Holiday Show 6/12-14
July	May 25, 2011	• Ethnic Merchandising	On The Border	NASFT Summer Fancy Food Show 7/10-12 Oklahoma Grocers Association Convention TBD Texas Food & Fuel/Latin American Food & Beverage TBD Southwest Meat Association TBD
August	June 29, 2011	• Meat/Seafood/Poultry • Beer & Wine	Arkansas	Expo Comida Latina..... 8/28-30 Missouri Grocers Association Convention..... TBD
September	-July 27, 2011	• Women of the Southwest	Colorado	Southern C-Store & Petro Show..... 10/19-20
October	August 24, 2011	• C-Stores • Produce Xtra	Oklahoma	NACS Show 10/1-4 PMA Fresh Summit..... 10/11-14 National Frozen & Refrigerated Convention..... 10/22-25 IFDA Convention & Expo 10/24-26 FMI Productivity Plus..... TBD
November	September 21, 2011	• Store Brands • GM/HBC	Texas Roundup	ROFDA Fall Conference 11/12-15 PLMA Private Label Trade Show..... 11/13-15
December	October 19, 2011	• State of the Southwest	N/A	

SOUTHWEST Circulation

Business Classifications

Supermarket Headquarters	41.0%	6,533
Supermarket Store Mgrs.	29.4%	4,685
Manufacturers	12.6%	2,007
C-Store Headquarters	6.1%	972
Wholesale Headquarters	7.3%	1,163
Food Brokers	2.1%	335
Others	1.5%	239
TOTAL	100%	15,936



Arizona	1,068
Arkansas	781
Colorado	1,052
Kansas	797
Louisiana	877
Missouri	1,370
New Mexico	446
Oklahoma	908
Texas	6,612
Other U.S.	2,023
TOTAL	15,934

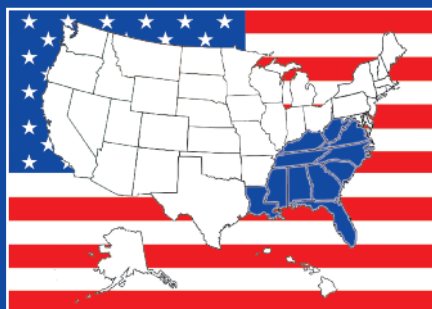
THE SHELBY REPORT OF THE SOUTHEAST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	December 8, 2010	• Organics, Health & Wellness	Georgia	NASFT Fancy Food Show 1/16-18 FMI Midwinter Exec Conference 1/23-25
February	January 12, 2011	• Condiments, Sauces & Spices	Alabama	KeHE Distributors Summer Selling Show 2/8-9 AWMA Conference & Expo 2/8-10 NGA Conference & Expo 2/13-16 Gulf Coast Food & Fuel Expo 2/22-24
March	February 9, 2011	• Wholesalers/Distributors • Pet Aisle	South Florida	National Hispanic Sales, Marketing & Education Conference 3/1-3 Southeast Petro-Food Marketing Expo 3/2-3 Inf'l Home & Housewares Show 3/6-8 International Boston Seafood Show 3/20-22 Southeast Frozen & Refrigerated (SEAFRC) 3/31-4/2
April	March 9, 2011	• Beverages, Candy & Snacks	Central Florida	NARMS Spring Conference 4/9-12 AMI Conference 4/13-16
May	April 6, 2011	• Independent Grocers • Equipment, Services & Technology	N/A	United Fresh 2011 Convention 5/2-5 FMI Future Connect 5/10-12 ROFDA Spring Conference 5/14-17 IFBA Top to Top Conference 5/17-19 Sweets & Snacks Expo 5/24-26
June	May 4, 2011	• Dairy/Deli/Bakery	North Florida	IDDBA Expo 6/5-7 Tennessee Grocers Convention/World of Food & Fuel Expo 6/9-11 KeHE Holiday Show 6/12-14 Georgia Association of Convenience Stores (GACS) 6/26-28
July	June 8, 2011	• Ethnic Merchandising	Louisiana/ Mississippi	North Carolina C-Store 6/26-29 NASFT Summer Fancy Food Show 7/10-12 Georgia Food Industry Association (GFIA) 7/13-17 Carolinas Food Industry Convention 7/21-23
August	July 6, 2011	• Meat/Seafood/Poultry • Beer & Wine	Tennessee	Alabama Grocers Association Convention 7/25-27 Expo Comida Latina 8/28-30
September	August 3, 2011	• Women of the Southeast	Kentucky	Southeast Produce Council Conference 9/22 Southern C-Store & Petro Show 10/19-20
October	August 31, 2011	• C-Stores • Produce Xtra	The Carolinas	NACS Show 10/1-4 PMA Fresh Summit 10/11-14 National Frozen & Refrigerated Convention 10/22-25 IFDA Convention & Expo 10/24-26 FMI Productivity Plus TBD
November	September 28, 2011	• Store Brands • GM/HBC	Virginia	ROFDA Fall Conference 11/12-15 PLMA Private Label Trade Show 11/13-15
December	October 26, 2011	• State of the Southeast	N/A	

SOUTHEAST Circulation

Business Classifications

Supermarket Headquarters	42.9%	6,952
Supermarket Store Mgrs.	30.0%	4,860
Manufacturers	11.7%	1,895
C-Store Headquarters	5.6%	907
Wholesale Headquarters	6.7%	1,086
Food Brokers	1.5%	243
Others	1.6%	259
TOTAL	100%	16,202



Alabama	1,685
Florida	2,269
Georgia	2,673
Kentucky	826
Louisiana	827
Mississippi	664
North Carolina	1,911
South Carolina	1,086
Tennessee	1,134
Virginia	956
West Virginia	16
Other U.S.	2,155
TOTAL	16,202

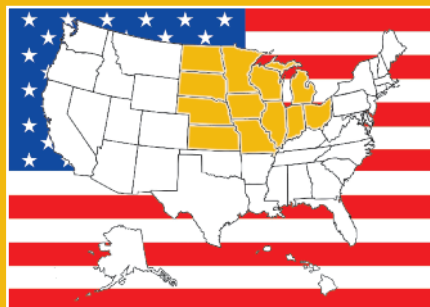
THE SHELBY REPORT OF THE **MIDWEST**

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	December 15, 2010	• Organics, Health & Wellness	Michigan	NASFT Fancy Food Show 1/16-18 FMI Midwinter Exec Conference 1/23-25
February	January 19, 2011	• Condiments, Sauces & Spices	The Dakotas	KeHE Distributors Summer Selling Show 2/8-9 AWMA Conference & Expo 2/8-10 NGA Conference & Expo 2/13-16
March	February 16, 2011	• Wholesalers/Distributors • Pet Aisle	Nebraska	National Hispanic Sales, Marketing & Education Conference 3/1-3 Southeast Petro-Food Marketing Expo 3/2-3 Int'l Home & Housewares Show 3/6-8 International Boston Seafood Show 3/20-22
April	March 16, 2011	• Beverages, Candy & Snacks	Indiana	NARMS Spring Conference 4/9-12 AMI Conference 4/13-16
May	April 13, 2011	• Independent Grocers • Equipment, Services & Technology	N/A	United Fresh 2011 Convention 5/2-5 FMI Future Connect 5/10-12 ROFDA Spring Conference 5/14-17 IFBA Top to Top Conference 5/17-19 Sweets & Snacks Expo 5/24-26
June	May 11, 2011	• Dairy/Deli/Bakery	Ohio	IDDBA Expo 6/5-7 KeHE Holiday Show 6/12-14
July	June 15, 2011	• Ethnic Merchandising	Kansas/ Missouri	NASFT Summer Fancy Food Show 7/10-12 Missouri Grocers Association Convention TBD
August	July 13, 2011	• Meat/Seafood/Poultry • Beer & Wine	Iowa	Expo Comida Latina 8/28-30
September	August 10, 2011	• Women of the Midwest	Minnesota	
October	September 7, 2011	• C-Stores • Produce Xtra	Wisconsin	NACS Show 10/1-4 PMA Fresh Summit 10/11-14 National Frozen & Refrigerated Convention 10/22-25 IFDA Convention & Expo 10/24-26 FMI Productivity Plus TBD
November	October 5, 2011	• Store Brands • GM/HBC	Illinois	ROFDA Fall Conference 11/12-15 PLMA Private Label Trade Show 11/13-15
December	November 2, 2011	• State of the Midwest	N/A	

MIDWEST Circulation

Business Classifications

Supermarket Headquarters	42.8%	6,565
Supermarket Store Mgrs.	32.2%	4,938
Manufacturers	11.3%	1,733
C-Store Headquarters	3.1%	475
Wholesale Headquarters	8.2%	1,258
Food Brokers	1.3%	199
Others	1.1%	169
TOTAL	100%	15,337




Illinois	2,967
Indiana	1,369
Iowa	690
Kansas	714
Michigan	1,581
Minnesota	1,587
Missouri	1,269
Nebraska	720
North Dakota	153
Ohio	2,067
South Dakota	184
Wisconsin	1,213
Other U.S.	823
TOTAL	15,337

THE SHELBY REPORT OF THE NORTHEAST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	N/A	• Organics, Health & Wellness	Maine	N/A
February	N/A	• Condiments, Sauces & Spices	Delaware	N/A
March*	February 9, 2011	• Wholesalers/Distributors • Pet Aisle	New Hampshire/ Vermont	National Hispanic Sales, Marketing & Education Conference . . . 3/1-3 Int'l Home & Housewares Show 3/6-8 Bozzuto's Trade Show 3/8-10 AG New England Spring Show 3/9 Natural Products Expo West 3/11-13 C&S Spring Show 3/15-16 Chex Finer Foods Trade Show 3/16-17 New England Food/Boston Int'l Seafood Shows 3/20-22
April	March 9, 2011	• Beverages, Candy & Snacks	Connecticut	WAFC Annual Convention 4/2-6 NARMS Spring Conference 4/9-12 AMI Conference 4/13-16 NECSA Annual Show 4/27
May	April 6, 2011	• Independent Grocers • Equipment, Services & Technology	N/A	United Fresh 2011 Convention 5/2-5 Pennsylvania Food Merchants 5/3-4 FMI Future Connect 5/10-12 SIAM Canada 5/11-13 ROFDA Spring Conference 5/14-17 IFBA Top to Top Conference 5/17-19 Sweets & Snacks Expo 5/24-26
June	May 4, 2011	• Dairy/Deli/Bakery	Massachusetts	IDDBA Expo 6/5-7 KeHE Holiday Show 6/12-14 Rhode Island Food Dealers 6/23-26
July	June 8, 2011	• Ethnic Merchandising	New York	NASFT Summer Fancy Food Show 7/10-12
August	July 6, 2011	• Meat/Seafood/Poultry • Beer & Wine	Rhode Island	Expo Comida Latina 8/28-30
September	August 3, 2011	• Women of the Northeast	Pennsylvania	Southeast Produce Council Conference 9/22
October	August 31, 2011	• C-Stores • Produce Xtra	New Jersey	NACS Show 10/1-4 PMA Fresh Summit 10/11-14 FIA New York Trade Summit 10/13-14 National Frozen & Refrigerated Convention 10/22-25 IFDA Convention & Expo 10/24-26 FMI Productivity Plus TBD
November	September 28, 2011	• Store Brands • GM/HBC	Maryland	ROFDA Fall Conference 11/12-15 PLMA Private Label Trade Show 11/13-15
December	October 26, 2011	• State of the Northeast	N/A	

*Launch circulation: 10,028 (Effective February, 2011)

			<h2>NORTHEAST Circulation*</h2>		
Business Classifications				Connecticut	484
Supermarket Headquarters	47.2%	4,733		Delaware	95
Supermarket Store Mgrs.	28.9%	2,898		Maine	336
Manufacturers	13.5%	1,354		Maryland	904
C-Store Headquarters	3.0%	301		Massachusetts	1,461
Wholesale Headquarters	6.5%	652		New Hampshire	231
Food Brokers	.5%	50		New Jersey	1,302
Others	.4%	40		New York	2,406
TOTAL	100%	10,028		Pennsylvania	2,283
				Rhode Island	234
			Vermont	101	
			Other U.S.	191	
			TOTAL	10,028	

2011 Ad Requirements

COMPLETED ADS

- We will only accept **HIGH RESOLUTION PDFs** built at **300 dpi** or higher.
- Colors Black and Gray must be created using **Black (K)** and NOT Four Color (CMYK).
- **BLEEDS ALLOWED FOR SOME SIZES**
- Maximum Ink Density: **240**

SHELBY IN-HOUSE DESIGN SERVICES

- **DIGITAL FILES ONLY**
- All photos and/or logos **must** be submitted at **300 dpi** or higher.
- Please send **INDIVIDUAL, NATIVE ART FILES ONLY.**
- The acceptable formats for artwork to be used to build your ads are limited to EPS, JPEG, TIF, PDF.

UNACCEPTABLE FILE FORMATS

- Microsoft Word, Excel, Powerpoint, Illustrator, Photoshop, QuarkXpress, InDesign, Corel
- GIF files
- Low Resolution Art (*less than 300 dpi*)
- Ads/Art comprised of mostly heavy black/dark inks. (*Heavy ink coverage saturates the paper often causing ink transfers or smudges. Additionally, it can lead to illegible reverse type as the ink will fill in the lettering.*) We highly recommend you do not use small reverse type in ads.

HOW TO SUBMIT YOUR AD

- Use our FTP by visiting **www.shelbypublishing.com** and click on Ad Specs/FTP Info for instructions or contact your Shelby Sales Rep for upload instructions w/password.
- OR
- Email to **production@shelbypublishing.com**. (10mb Max)
- OR
- Ship us digital files on CD/DVD.

GLOSSY CENTER PAGE(S) AND CENTER SPREAD GUIDELINES

Includes the following:

- FRONT RIGHT CENTER
 - INSIDE LEFT CENTER
 - INSIDE RIGHT CENTER
 - BACK LEFT CENTER
- } OR FULL CENTER SPREAD AD

Please submit your artwork for the glossy cover pages in high-resolution .pdf files. Minimum **600 dpi**. Artwork should be in CMYK format. Please use Black (K) rather than Four Color Black (CMYK) for all black or gray colors. **The trim size is 10.875"Wx15"H for a ONE PAGE AD. Please design your ads at 11.375"Wx15.5"H to allow for bleed off of the page/trimming. For a FULL CENTER SPREAD AD, the trim size is 21.75"Wx15"H. Please design your FULL CENTER SPREAD AD at 22.25"Wx15.5"H to allow for bleed off of the page/trimming.** Slick center ads are printed on 80# Gloss Text.

HD COVER PAPER STOCK = 60# Offset

INTERIOR PAPER STOCK = 35# High Bright

GLOSSY PAPER STOCK = 80# Gloss Text

FINAL TRIM SIZE = 10.875"Wx15"H

GUTTER WIDTH = .167"

OPEN RATE

Smaller Sizes \$175/column inch

B/W RATE

deduct \$500

INSERTS (Pre Printed)

Single Leaf (1-2 sides) \$3,900

Double Leaf (3-4 sides) \$5,500

Free Standing or Stitched

CLASSIFIEDS

- \$50/inch
- \$20 blind box (extra)
- Non-Commissionable
- One column size = 1.975"
- B/W or Full Color

PUBLISHER RESERVES THE RIGHT TO EDIT COPY SUBMITTED FOR PRINT.

AGENCY COMMISSION

15%

CANCELLATION FEE

Ads cancelled after closing will be billed full price.

If you are under contract, your previous ad will continue to run unless new ad materials (meeting requirements) are received by the closing date.

FREQUENCY DISCOUNTS

Charges will be adjusted in accordance with earned rates when contracts are increased or cancelled.

LATE FEE

A 1.5% charge will be added to all accounts 30 days past due.

SUBSCRIPTION INFORMATION

To subscribe, please go to our website **www.shelbypublishing.com** and click on SUBSCRIPTIONS. Download and complete the .pdf form. You may complete the form online and click the e-mail box to submit your form.

If you are having trouble submitting the form electronically, you can complete it online and then print **OR** you can print the form and fill it out by hand. Please FAX completed form to **678.343.2197** or mail form along w/payment to:

Shelby Publishing Co., Inc.

ATTENTION: CIRCULATION
517 Green Street • Gainesville, GA 30501
*For questions regarding current or new subscriptions, contact our Circulation department at 770-534-8380 or send an email to **circulation@shelbypublishing.com**.*

All Rates Gross Unless Specified and Include Four Color.

*Did you know that Shelby Publishing offers customized ad design services?
Ask your Shelby Sales Rep about our in-house design capabilities.*

RATE CARD #41 EFFECTIVE: OCTOBER 1, 2010

*If you have additional questions or need clarification on any of these requirements, please contact your Shelby Sales Rep OR contact the Production Department at **production@shelbypublishing.com** or by phone **770.534.8380**.
Thank you for your interest in our publications and we look forward to working with you.*

"The Shelby Reports: West, Southwest, Southeast, Northeast and Midwest - America's Choice for Regional Coverage."

2011 Four Color Advertising Rates*

Ad Size	Dimensions	1 x	3 x	6 x	12 x	24 x	36 x	48 x	NEW NATIONAL RATES**
Full Page	FULL PAGE BLEED 11.375"W x 15.5"H	\$5,709 Per Edition	\$4,853 Per Edition	\$4,568 Per Edition	\$3,998 Per Edition	\$3,426 Per Edition	\$3,140 Per Edition	\$2,855 Per Edition	\$11,770
	5 col x 14" 10.375"W x 14"H								
Jr. Page	JR. PAGE W/BLEED 8.775"W x 10.8"H <i>Right page placement.</i>	\$3,996 Per Edition	\$3,397 Per Edition	\$3,197 Per Edition	\$2,798 Per Edition	\$2,398 Per Edition	\$2,198 Per Edition	\$1,998 Per Edition	\$8,240
	4 col x 10" 8.275"W x 10"H								
1/2 Page	HORIZONTAL W/BLEED 11.375"W x 7.8"H	\$3,710 Per Edition	\$3,154 Per Edition	\$2,968 Per Edition	\$2,597 Per Edition	\$2,226 Per Edition	\$2,041 Per Edition	\$1,855 Per Edition	\$7,650
	5 col x 7" Horiz. 10.375"W x 7"H								
	VERTICAL W/BLEED 5.94"W x 15.5"H <i>Right page placement.</i>								
1/3 Page	4 col x 6" Horiz. 8.275"W x 6"H	\$2,968 Per Edition	\$2,523 Per Edition	\$2,375 Per Edition	\$2,078 Per Edition	\$1,781 Per Edition	\$1,633 Per Edition	\$1,484 Per Edition	\$6,120
	3 col x 8" Vert. 6.175"W x 8"H								
1/4 Page	4 col x 4.5" Horiz. 8.275"W x 4.5"H	\$2,512 Per Edition	\$2,163 Per Edition	\$2,010 Per Edition	\$1,759 Per Edition	\$1,508 Per Edition	\$1,382 Per Edition	\$1,256 Per Edition	\$5,178
	3 col x 6" Square 6.175"W x 6"H								
	2 col x 9" Vert. 4.075"W x 9"H								
1/5 Page	HORIZONTAL W/BLEED 11.375"W x 3.58"H	\$2,284 Per Edition	\$1,942 Per Edition	\$1,828 Per Edition	\$1,599 Per Edition	\$1,371 Per Edition	\$1,257 Per Edition	\$1,142 Per Edition	\$4,708
	5 col x 3" Horiz. 10.375"W x 3"H								
	3 col x 5" Vert. 6.175"W x 5"H								
Express Lane	1.5 col x 4" 3.122"W x 4"H	This WEST/SW/SE/NE/MW feature allows you to advertise your new products/services in color at a reduced rate!*							

* These rates are subject to change. Please call your Shelby Publishing Sales Rep for information about current rates and promotions.

** Runs all (5) regions, same month. Ads must be same size, but may change ad in each or any edition. For multiple months, discount 1% for each month (i.e. 6X schedule earns 6% discount; 12X schedule earns 12% discount within 12-month cycle). GLOSSY pages, add 20%. Please call your Shelby Publishing Sales Rep for availability or call 770-534-8380.

Cover Positions (High Def, 60# Offset)

Front Banner (11.375"W x 3.5"H which includes .25" bleed to trim on left, bottom and right)	Extra 30%
Back Cover (10.375"W x 14"H; no bleed)	Extra 20%
Inside Front Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 15%
Inside Back Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 10%

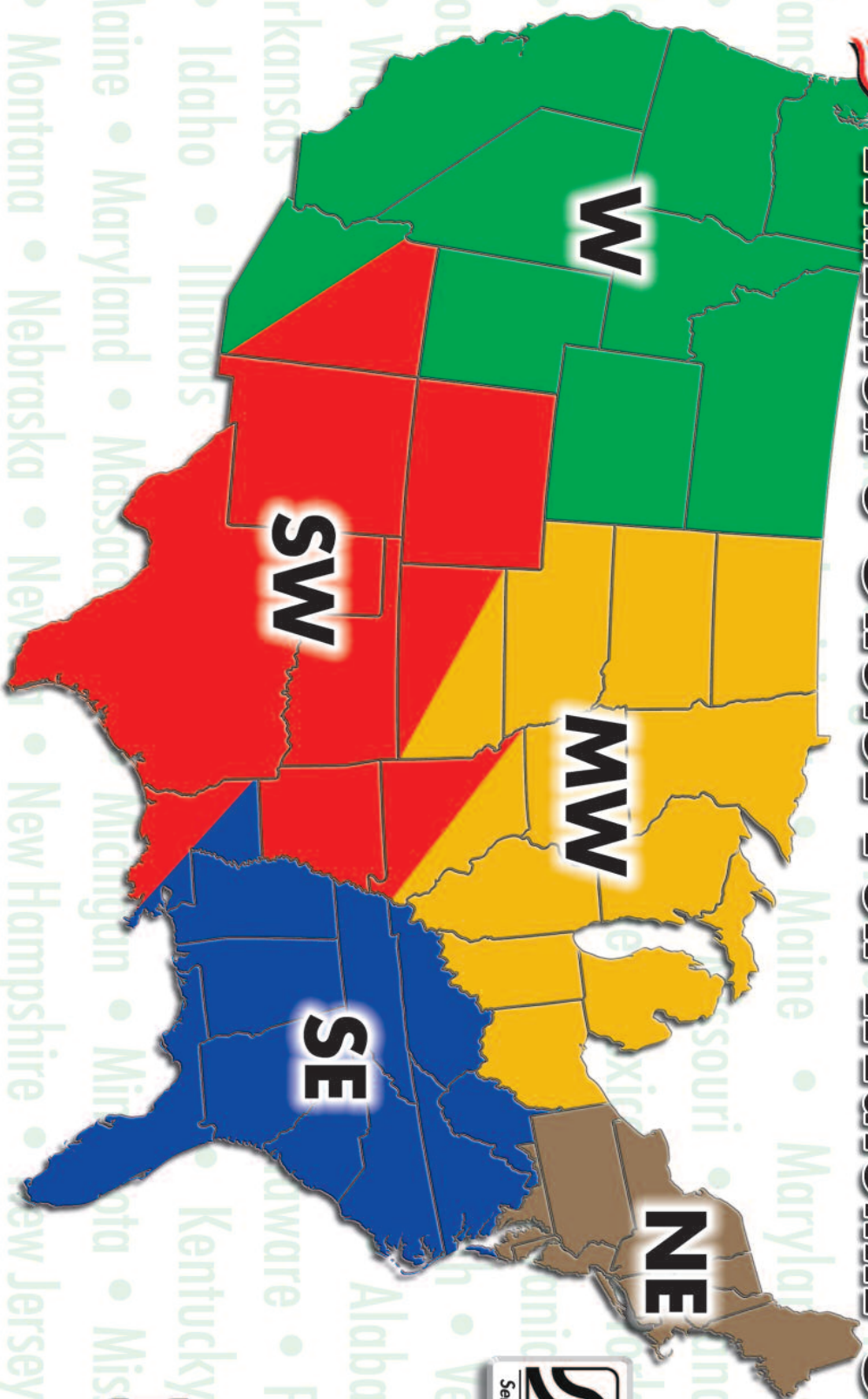
Glossy Center (80# Gloss Text)

Power Center (all four positions)	\$22,025
Full Center Spread Ad (22.25"W x 15.5"H which includes .25" bleed to trim on all sides)	\$12,560
Front Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$6,100
Back Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$5,900

Rates negotiable for contracts exceeding 12 insertions.



AMERICA'S CHOICE FOR REGIONAL COVERAGE!



WEST
Southwest
Southeast

NORTHEAST
MIDWEST

Shelby Publishing Co., Inc.

517 Green Street • Gainesville, GA 30501 • Tel: 770.534.8380 • e-Fax: 678.343.2197
www.theshelbyreport.com