

More than Country, Much More!

The Country Register
Available across the U.S.A. & Canada



MA/RI, CT, Guides to Specialty Shopping & Fun Events
We Bring Customer and Great Shops Together

Advertisers' Information Packet

Our Business is to Promote Your Business!
Advertise with US!

MA/RI & CT Country Registers

are designed to provide a major link in connecting
interested customers with all of the following:

Specialty Gift Shops of All Kinds

Primitive, Country, and Victorian Shops

Quilting & Needlework Shops ❖ Crafting Supplies

Stamping & Scrapbooking Shops ❖ Coffee and Tea Shops

Antiques and Collectibles ❖ Modern Country Furniture/Accessories

Paper Arts & Beading Shops ❖ Home and Garden Décor Stores

Jewelry Stores Art Galleries ❖ Bed & Breakfasts

**Vineyard & Wineries Fine Apparel Store and
other unique shopping experiences**

Every issue is full of stores and useful information for readers
interested in the unique shopping possibilities and fun, new activities.

The Country Register gives shop owners a place to promote,
inform and even try out their writing skills if they so desire.

The Country Register newspapers make a handy 'carry it with you kind of guide'.

It guides the reader according to areas of the state and within a city as well as
putting special shows and events into their own section.

The Country Register of MA/RI and CT, 10213 Fanny Brown Road, Raleigh, NC 27603
919-661-1760, fax: 888-302-2594, mtdempsey@me.com, www.CountryRegister.com

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There are almost 50 Country Register newspapers throughout the U.S.A. and Canada. They promote specialty shops of all kinds and fun events and have done so for over 20 years. Here in MA/RI, CT, NC/SC our very own Country Register newspapers have a rich 15+ year publishing history, and a proven track record of helping bring together great shops with enthusiastic shoppers!

Thousands of people read our Country Registers; they pick them up at their favorite shops and variety of other Welcome Centers and popular businesses. They can also view the papers right on our website. If you are a reader of The Country Register, thank you!

Small businesses advertise in The Country Register because it works! Because it's extremely affordable and the papers are distributed over a full state or multi-state area, greatly expanding their readership! And because every ad works for you for a full two months. Quite honestly, you aren't going to find a better value for promoting your specialty shop.

We print thousands copies of each Country Register issue (MA/RI: 14,000, CT:

What Our Readers Say

"Super publication, layout and design makes one eager to study it."

"I have loved every issue! They offer great ideas for shopping day trips!"

"I think your paper is great. Enjoyed reading the articles and love the little words of wisdom throughout!"

"Thanx to your wonderful paper! I'm planning a day trip with friends to visit many of the shops advertised."

8,000) depending upon the season. People **CHOOSE** to pick it up because they **WANT** to know more about great places to shop. They **CRAVE** new products for their favorite hobbies, they **NEED** some new gift ideas, or they are **LOOKING** for a fun experience or getaway, someplace close to home.

The copies of The Country Register each advertiser receives are also traffic-builders. Once you start providing The Country Register in your shop, customers will start asking you for them and they'll want to know when the 'new' edition is coming. They'll come to your shop when it's time to pick up the new Country Register.

THAT is why this advertising works for both the advertiser and the reader: they're already looking for each other, and we bring them together!

Every issue is arranged geographically, and city-by-city when possible. That makes it easy for people to plan day trips, weekend trips, and trips from one side of the state(s) to the other!

What Our Advertisers Say

"It was after 5pm when two ladies came in on a day trip. This was their 7th Country Register shop. They spent time with me and made several purchases!"

"I hate advertising! It usually isn't worth the cost, but the Country Register really works! I've had a couple drive 4½ hours, spend the day, and their money, and drive 4½ hours back home, directly from our Register ad."

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Per Issue Ad Rates¹						
Ad Size (width x height)	1 Paper			2 Papers		
	1 issue	CONSECUTIVE Issues Discount Pricing		1 issue	CONSECUTIVE Issues Discounts Pricing	
		3 minimum consec. issues²	6 minimum consec. issues²		3 minimum consec. issues²	6 minimum consec. issues²
5"w x 2"h	\$ 96	\$ 86	\$ 76	\$144	\$129	\$114
5"w x 3"h	\$126	\$114	\$100	\$189	\$210	\$150
5"w x 4"h	\$156	\$140	\$124	\$234	\$198	\$186
5"w x 5"h	\$186	\$168	\$148	\$279	\$252	\$222
5"w x 7½"h (¼ page)	\$220	\$198	\$176	\$330	\$297	\$264
10¼"w x 7½"h (½ page)	\$376	\$338	\$300	\$564	\$507	\$450
10¼"w x 15½"h (full page)	\$640	\$576	\$512	\$960	\$864	\$768

Notes:

All prices are per issue, i.e., 2 months.

All prices are for either the MA/RI and/or CT papers. If you want to advertise in more than one paper, with the same ad, the price is ½ price for the 2nd paper.

The 3 and 6 consecutive issue discounts are available to shops that pay their advertising bills promptly, i.e., they have NO balance due when invoiced for the next issue. Also if you drop out before the minimum number of consecutive issues have been met, you will be back billed for the difference.

¹ Any future price changes apply immediately to all advertisers, regardless of consecutive issues discount.

² Remember that all ad prices are for 2 months and thus the 3 and 6 consecutive issue discounts are for a minimum of ½ a year and 1 full year of continuous advertising, respectively.

How to Submit Your Ad

Camera-ready ads are nice, but not required. We will gladly design and layout your ad for no additional charge! We provide a wide variety of typestyles, borders, and clip art. We will be happy to consult with you by phone, email, fax, etc., about your layout, copy, wording, or any other aspects of your ad.

Fill out the Advertiser's Order Form completely. Be sure to indicate which paper(s) (MA/RI, CT) you want to advertise in, your ad size and the number of consecutive issues you are committing to.

Please send a clear, high quality copy of any logos or artwork you want used in your ad. If you are submitting your graphics electronically, PDF files are preferred. TIF or JPEG files are acceptable, but should be at least 300 dpi. We endeavor to accept other file formats, but cannot guarantee our ability to use them. If you have any doubts, please contact us immediately to coordinate file types. Include the text you want in your ad. If you want your ad designed a certain way, provide a rough sketch on how you want it to look.

We recommend you consider including the following information in your ad:

- Shop Name**
- Street Address, City, State, Zip Code**
- Phone Number(s)**
- Email and/or Web Site Address**
- Directions/Map (if needed)**
- Business Hours**
- Types of Items Sold**
- Special Events**
- Unique Attributes of Your Shop**

Send your completed Advertiser's Order Form, text information, any art work, and your payment, by the deadline date, to mail or email address below.

Continued

Important Information

Paper Layout

Our readers pickup and read The Country Register newspaper because they are looking for your type of shop. They want to read your ad! Special ad placement is not needed for effective advertising in The Country Register.

Ads are laid out by geographic areas and those areas are moved around the paper each issue. From issue to issue your ad will move around, giving every advertiser a variety of locations within the paper.

Except for color ads (see below), no preferential placement is provided.

Ads

Ads are available ONLY in 5" and 10¼" wide by various heights.

Color Ads

Color is a proven way to attract additional readers to your ad. Color is normally available on the back and centerfold pages only. If there are enough color ads we may add additional color pages. You may have all or part of your ad in color. We cannot guarantee there will be space for your color ad. Please contact us to confirm and coordinate your color ad.

Four-color ad surcharges are priced in the following table.

4 Color Ad Surcharges

Up to ¼ page color ad	\$60
Up to ½ page color ad	\$75
Up to full page	\$140

If you want a color ad in more than one paper, with the same ad, the Color Ad Surcharge is ½ price for each additional paper.

Spot color is not available.

ReOrder Form

Approximately 2 weeks before each deadline we will send you a ReOrder Form. This provides you with a form to order your next ad. It does not commit you to anything. Please read carefully and use it to tell us how to handle your next ad.

Advertisers' Event Calendar

Each Display Ad advertiser may list up to two events per issue in our Advertisers' Event Calendar. The Advertiser's Order Form and the ReOrder form have a place at the bottom to specify your events.

More Important Things

Country Register Web Site

Our Country Register papers are available for viewing/printing on our website.

There is also a separate listing of all current advertisers for each of our papers with information that you provide on your Order and ReOrder forms. If you fill in the "Brief Description" in the Order Form, that will also be in the listing. If you provide email and/or website addresses, they will be live links in the listing.

Paper Distribution

The Country Register papers are distributed through multiple outlets. First and most important, is through the shops that advertise. With few exceptions, you will receive one or more bundles (50 papers/bundle) of papers.

All Advertisers MUST prominently display their papers for their customers to see and take.

All shops benefit when everyone prominently displays their papers. Refusal to prominently display your papers shall be grounds for rejecting your ad.

The number of papers you receive can be adjusted each issue as you get a better understanding of how many papers you will use or a 2 month issue. Deciding on the appropriate number of papers is imprecise and can vary with the seasons. Too few papers reduce the value of everyone's advertising dollars, while too many papers is wasteful. So please make your best estimate.

There is a place on the ReOrder Form to adjust the number of papers you receive each issue.

Photos

Photos, provided by the advertisers, may be included in ads at no additional charge. For the best results, they should not be dark in tone.

Deadlines

The Country Registers are published bi-monthly (every 2 months). The nominal deadline for each issue is normally the 1st of the month preceding the publication date for that issue. For example: the November/December deadline is October 1. We typically are working on ads another 2 weeks after the deadline and will accept your ad as long as the paper has not gone to press.

But please do not wait till the last minute to send your ad info to us as we must not only work on your ad, but must also send you a proof for your review/approval. If many advertisers wait till the last minute, we may not be able to include your ad in that issue due to time constraints with the printer.

Ad Accuracy

Proofs are sent for all new ads and existing ads with significant changes. Please look over your proof carefully. Once you approve your ad, either by contacting us with your approval, or by not contacting us about your proof, you are responsible for the accuracy of your ad.

Articles

Feature articles are devoted to regular advertisers. Advertisers write their own articles. There is no charge for feature articles. New advertisers wanting a feature article must commit to at least the 3 consecutive issues.

Advertisers are also encouraged to submit articles topics of interest. They will be run on a space available basis. These articles may be submitted to the other Country Register publishers for possible inclusion in their papers.

If you wish to write an article you must contact us by the deadline date to reserve space for your article.

Note, ALL articles are subject to editing for content and length and are printed at the discretion of the editor.

Policies

1. Publisher reserves the right to reject any ad, event, article, or other content, which is deemed not appropriate for this paper.
2. Shops that do not meet their 3 or 6 consecutive issue commitment will be back billed for the difference in the discount rate and the number of ads actually taken.
3. Shops that owe a balance on their account when they are invoiced for their next ad will not be eligible for their consecutive issue discount for that issue.
4. If we have not received payment for your previous 2 ads, your ad will NOT run in the paper until their account is brought up to date.