

# ShoppingSense

*your*  
GUIDE TO SMART MONEY



## Your Guide to Smart Money and Sensible Shopping

*Shopping Sense* delivers value-driven editorial to savvy consumers looking for special offers and budget-stretching ideas. In today's economic environment, *Shopping Sense* is a smart advertising choice that offers more than any coupon book or direct mailer—it delivers content that draws readers in as they look for savings from local businesses.

- ◆ **GET RESULTS:** Specialized promotions and calls-to-action that deliver measurable results
- ◆ **SAVE MONEY:** Cost-effective options to reach Denver residents for less than 1¢ per household
- ◆ **REDUCE WASTE:** Targeted advertising and distribution to ensure your message hits the mark

### Articles That Resonate With Readers

- Ways to Dine Out for Less
- Breaking Out of Credit Card Debt
- Neighborhood Shopping Events
- Back to School Saving Tips
- Essential Steps to Increase the Life of Your Vehicle
- Is Buying in Bulk the Way to Go?
- Helpful Hints on Cutting Your Water and Electricity Bills
- Power Couponing Strategies That Save Money
- Affordable Fashion Styles for the Spring Season

### Key Demographics Looking for Smart Ideas

*Shopping Sense* reaches a wide spectrum of readers including:

- First-time homeowners looking for cost-cutting ideas for home projects
- Parents who need to make smart budget decisions for their children
- Young adults who want to save money on food while still eating healthily
- Families interested in affordable entertainment and recreation options
- Couples who want to save for the future while enjoying a comfortable lifestyle now

### Distribution That Reaches the Right Audience

*Shopping Sense* is delivered to more than 350,000 households with The Denver Post and Rocky Mountain News, and through selected retailers on the third Friday of each month:

- Target local or metro audiences with six regional zones
- Sign-up for multiple insertions and receive a lower rate
- Buy four zones and receive the full metro market



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## 2009 Net Retail Rates (all rates are four-color)

FULL PAGE						
# OF ZONES	1	2	3	4	5	6
<b>Open Rate</b>						
Per Zone	1,495	1,495	1,195	1,195	FREE	FREE
Total	1,495	2,990	3,585	4,780	4,780	4,780
<b>3 X Frequency</b>						
Per Zone	1,194	1,194	955	955	FREE	FREE
Total	1,194	2,388	2,866	3,821	3,821	3,821
<b>6 X Frequency</b>						
Per Zone	995	995	795	795	FREE	FREE
Total	995	1,990	2,385	3,180	3,180	3,180
<b>12 X Frequency</b>						
Per Zone	745	745	595	595	FREE	FREE
Total	745	1,490	1,785	2,380	2,380	2,380
HALF PAGE HORIZONTAL/VERTICAL						
# OF ZONES	1	2	3	4	5	6
<b>Open Rate</b>						
Per Zone	895	895	715	715	FREE	FREE
Total	895	1,790	2,145	2,860	2,860	2,860
<b>3 X Frequency</b>						
Per Zone	715	715	575	575	FREE	FREE
Total	715	1,430	1,725	2,300	2,300	2,300
<b>6 X Frequency</b>						
Per Zone	595	595	475	475	FREE	FREE
Total	595	1,190	1,425	1,900	1,900	1,900
<b>12 X Frequency</b>						
Per Zone Rate	445	445	355	355	FREE	FREE
Total	445	890	1,065	1,420	1,420	1,420
QUARTER PAGE						
# OF ZONES	1	2	3	4	5	6
<b>Open Rate</b>						
Per Zone	535	535	430	430	FREE	FREE
Total	535	1,070	1,290	1,720	1,720	1,720
<b>3 X Frequency</b>						
Per Zone	430	430	345	345	FREE	FREE
Total	430	860	1,035	1,380	1,380	1,380
<b>6 X Frequency</b>						
Per Zone	355	355	285	285	FREE	FREE
Total	355	710	855	1,140	1,140	1,140
<b>12 X Frequency</b>						
Per Zone	265	265	215	215	FREE	FREE
Total	265	530	645	860	860	860

### PREMIUM POSITION RATES

Premium positions are available for Six Zones /6X purchase only

Inside Front Cover	Base Rate + 20%
Page 3	Base Rate + 20%
Inside Back Cover	Base Rate + 20%
Back Cover	Base Rate + 30%

\*All rates are net  
\*All rates include color  
\*All rates are per issue/insertion

## OVER 350,000 Distributed in Denver

### Central North

Cherry Creek, Downtown Denver, Glendale, The Highlands, Washington Park

### Central South

Cherry Hills, Englewood, Greenwood Village, Highlands Ranch, Littleton, Lone Tree

### Northwest

Arvada, Boulder, Broomfield, Superior, Westminster, Wheat Ridge

### Northeast

Brighton, Erie, Longmont, North Aurora, Thornton, Weld County

### Southeast

Castle Pines, Castle Rock, Franktown, Larkspur, Parker, South Aurora

### West

Evergreen, Golden, Ken Caryl, Lakewood, West Littleton, Morrison



**METRO MOUNTAIN MEDIA**  
Connecting Colorado Communities

