



Oklahoma's Premier Buy-Sell-Trade Resource for *Over 40 Years*

***Is This Your Target
Market In Oklahoma?***

**The Oklahoma Shoppers Group is the
right marketing choice!**

Effective Marketing for Business and Individuals

Retail - Classified

Online - Magazines

Graphics, Logo & Promotion Design

Frequently Asked Questions

How is a Shopper different From a Newspaper?

A **shopper** is a free paper distributed weekly that contains mostly, if not all, advertising for businesses and individuals in categories including auto, auctions, farm and ranch, real estate and more. A shopper will provide a *more affordable advertising rate*, because advertising is *all* that is focused on. A **newspaper** is distributed weekly or daily in a particular area for a fee or subscription price. Features include news, sports, politics and advertisements. Advertising rates are usually higher because of larger overhead for writers, reporters, photographers, editors, and franchises such as comics and puzzles.

Does Distribution Method Matter?

Rack Delivery: Some free shoppers, like the **Show & Tell Times** and **Shop 'N Swap Advertiser**, are rack delivered in strategic high traffic areas that are custom picked to ensure strong pick-up rates. When your potential customer picks up a free shopper from a rack, they are already a qualified buyer because *they have chosen to take the shopper and read it*. Readers are ready to buy and are seeking the businesses and individuals who offer the best prices on the products they are looking for *right now*. **Direct Mail:** Free shoppers can also be delivered as a TMC product (Total Market Coverage) and are direct mailed to every home in a coverage area. Distribution numbers may be large, however many recipients of shoppers distributed through the mail will most often throw it away without even looking at it, *because they didn't solicit the shopper, and consider it to be junk mail before they even look at it*.

Is cutting expenses by stopping advertising a good strategy for my business?

"A man who stops advertising to save money is like a man who stops a clock to save time." ~ Henry Ford

Think about the reasons you advertise to start with—to *build your business*. When times get tough, business owners think "cut expenses", and advertising seems to be the logical cut. But let's think about it, if sales are down, what do you need to increase them? If customer traffic is slow, what do you need to bring more customers in? If your business isn't getting the calls you need, how do you get more people to know about your services? The answer is the same, whether business is up or down: **advertising**. Shouldn't YOUR BUSINESS be the first that customers think of when they are ready to spend? If you stop advertising, you risk an out of sight out of mind scenario. Don't disappear. Keep *your business* top of mind. If you must, reduce the size of your ads or frequency *slightly*. Ask your advertising provider if there is a way to help with your rates for a short period of time. As business owners, we all are trying to make the best moves for our business. The **Oklahoma Shoppers Group** is ready to help make sure you are always visible to your customers and top of mind in your market.

Marketing Ideas at Work for You

The **Show & Tell Times** and **Shop 'N Swap Advertiser** are distributed using the rack method every Thursday, and are free for readers to find in 66 Cities across 15 Counties in Central Oklahoma. We choose high visibility, high traffic areas in each city to ensure your ad is seen by as many readers and potential buyers as possible.



www.showntelltimes.com

Do you shop online? So do the buyers you want to reach! Both shoppers are available to view online every week, ready when you are with your morning coffee or late night snack. (Tip: To catch online readers' attention, ask about our very affordable web page advertising program.)



Retail Display & Classifieds

We focus on one thing - advertising. This allows us to offer you competitive rates that give your marketing dollars solid value in Central Oklahoma. Are you an individual ready to buy or sell a car, appliance, cow, tractor or find a job? Are you a business who wants to sell more merchandise, find new clients, or expand your online and word of mouth presence? Our shoppers will fit right into your marketing plan.



Supplemental Magazine & Custom Publications

Our magazines and custom publications are designed to get your business noticed in a quality, professionally designed glossy magazine. The **Oklahoma Shoppers Group** magazine publications are designed to provide your business a highly visible and effective presence throughout the year. Member directories, Alumni events, seasonal interests and community celebrations provide you targeted audiences to market your business and services.



Graphics, Logo & Promotion Design

Our graphics manager has 22 years experience to help you design advertising concepts. Logo design and artwork services are also available. Newsletters, flyers and brochures can be designed for your commercial printing needs to tie in with your print advertising.



SHOW & TELL TIMES

SHOP 'N SWAP Since 1970 ADVERTISER

Oklahoma Shoppers Group

How May We Serve You?

General Manager: Sue McQuillen
sue@oklahomashoppersgroup.com

Sales Manager: Jonathan Tinnie
jonathan@oklahomashoppersgroup.com

Graphics Manager: Anesa K. Jones
anesa@oklahomashoppersgroup.com

Sales Representatives:

Roger Hunsinger Shop 'N Swap Advertiser
roger@oklahomashoppersgroup.com

Bobby Walker Show & Tell Times
bobby@oklahomashoppersgroup.com

Jonathan Tinnie Show & Tell Times
jonathan@oklahomashoppersgroup.com

Classifieds and Accounting:

Nesta Porter Show & Tell Times
classifieds@oklahomashoppersgroup.com
nesta@oklahomashoppersgroup.com

Tammy Williams Shop 'N Swap Advertiser
classifieds@oklahomashoppersgroup.com
tammy@oklahomashoppersgroup.com

Office Hours:

Monday 8am - 5pm

Tuesday - Friday 9am - 5pm

115 E. Broadway, Cushing, OK 74023

918-225-4111 Office

918-225-6505 Fax

 okshoppersgroup

www.showntelltimes.com

www.shopnswap.com

Our Experienced Staff is Ready to Serve You

The staff at Oklahoma Shoppers Group has the experience you need to help you market your business. We'll work with you to create an effective and affordable advertising program that will help your business increase sales, attract new customers, and keep your business top of mind for qualified buyers in Central Oklahoma..



Roger Hunsinger
Sales Representative
Shop 'N Swap Advertiser
Serving you for 30 years



Tammy Williams
Accounting Clerk
Shop 'N Swap Advertiser
Serving you for 2 years



Anesa K. Jones
Graphics Manager
Show & Tell Times
Serving you for 22 years



Nesta Porter
Accounting Clerk
Show & Tell Times
Serving you for 20 years



Bobby Walker
Sales Representative
Show & Tell Times
Serving you for 17 years



Etha Tinnie
Receptionist
Show & Tell Times
Serving you for 10 years



Sue McQuillen
General Manager
Serving you for 9 years

Jonathan Tinnie
Sales Manager
Show & Tell Times
Serving you for 7 years



Policies & General Information

Deadline: Monday noon for both retail display and classified ads for the following Thursday edition. Ads that are accepted after deadline will be placed ROP as space permits at publisher's discretion.

Position and Color Requests: We will try to fulfill position and color requests whenever a preference is indicated. However, position is often dictated by press requirements. Position requests are most often fulfilled based on premium position charges, ad sizes, annual expenditures and use of color. The *Oklahoma Shoppers Group* shall have full latitude with respect to positioning all advertisements.

Publisher's Liability for Error: The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue at no charge or the reversal of the charge for the advertisement, and will not exceed the cost of the 1st insertion of the error or omission. Credit allowed on the 1st insertion only. Any claim for allowance must be made within 5 days of initial publication of advertisement.