

Can I have a copy of my story for personal use?

- You may use the final PDF proof version of your story at no charge.
- Acceptable uses of the story include flyers for client packages, handouts at trade shows, etc.
- You must credit *The Shopper, Inc.* using the following language:

This is a reprint of a story that ran in the (month) _____

200_ issue of The Shopper.

www.theshopper.com (757) 547-0520.

- The story **may not** be used for direct mail or publication in any other media.
- The stories are, and remain the property of, *The Shopper, Inc.*

Can I put the story on my web site?

- Under no circumstances may you reproduce the story on your web site. You are free to post a link on your web site to the story on www.theshopper.com.
- Speak to your account executive for online rates as well as other online advertising opportunities on TheShopper.com.

Can I have a copy of my ad for other use?

- You may use the final PDF proof version of your ad at no charge.
- If the ad is to be used for publication in other media, please notify *The Shopper* of which media and when it is to appear.

What if I want the story or my ad formatted to a different size than the proof version?

- We can resize your ad or your story layout to fit your particular need.
- Production fees will be billed as follows: \$75/hr. with a \$25 minimum charge

Can I have a copy of my story picture(s) for personal use?

- Yes, we will email you the photo(s) at no charge.
- When used, you must credit *The Shopper, Inc.* using the following language: *Photo courtesy of The Shopper, Inc.*
- We can provide you with your photos on a CD for \$25.

I really love the designs *The Shopper's* graphic team does.

Can I have them design other things like my stationary, flyers, brochures and ads for other publications?

- Yes. We can take care of all of your design and printing needs through our Press Pass Agency.
- *Shopper* clients receive the discounted rate of \$75/hour with a minimum \$25 charge.
- Please speak with your account executive for more information.

Frequently Asked Questions



The SHOPPER