

**They don't  
buy us to read...**

**PIONEER SHOPPER**  
→ CLASSIFIEDS ←  
SERVING NORTHWEST ARIZONA • EASTERN NEVADA • SOUTHERN UTAH



**they read us  
to BUY!**

Pioneer Shopper Classified Readers Are Your Customers  
You see them every day - at work, around home, wherever you go  
between Overton, Manti, Page and Pioche. For over 24 years Pioneer  
Shopper has been reaching the people you do business with!! Serving  
Southern Utah, Northwest Arizona and Eastern Nevada.

**410 E. Tabernacle, Suite A  
St. George, UT 84770  
435-628-5238 • 1-800-888-4177  
Fax: 435-628-5498 • 435-628-8054  
www.pioneershopper.com**

Visit us at: [www.pioneershopper.com](http://www.pioneershopper.com)

# PIONEER SHOPPER

## FREE COPY

TO PLACE AN AD  
435-628-5238  
1-800-888-4177

[www.pioneershopper.com](http://www.pioneershopper.com)

contactus@pioneershopper.com

1478 SOUTH BLUFF ST. ST. GEORGE, UT 84770

PHONE (435) 628-5238 FAX (435) 628-5238

CIRCULATION VERIFICATION

AGENCY

SERVING SOUTHERN UTAH  
1478 SOUTH BLUFF ST.  
VOL. 20

## CLASSIFIED PAPER FACTS

*It is said that Sears met Roebuck through a classified ad and thus began a great collaboration that changed the face of American retailing. The point is that, whatever your purpose - selling a product, a service or an idea - classifieds are the place where sellers connect with buyers, with money in hand, ready to do business with you now!!*

## Classified Readers Are Your Customers

- Reach over 22,000 readers every week
- Over 61% attended or graduated from college.
- Nearly two-thirds are home owners.
- Lower cost enables you to invest in more classifieds and/or larger ads for greater impact and higher reader awareness.
- Over 39% of local adults read a typical issue of the Pioneer Shopper\*

\*(Source: 2007 Study done by Wilkerson & Associates)

## Balanced Media Mix

*Classified ads do not replace any element in your traditional media mix; rather, it's a potent supplement that reaches your customers.*

## Total Market Coverage

*Just think of all the different media and the different zones you have to buy to cover Southern Utah, Northwest Arizona & Eastern Nevada.*

*Pioneer Shopper covers all those areas for one low cost.*

*Pioneer Shopper has a shelf life of 1 week vs. 1 day in traditional newspaper advertising*

## People Read Classifieds For One Reason...

*To see what's out there worth buying. Unlike most other advertising media, Pioneer Shopper is dedicated to the business of connecting buyers and sellers.*

*When you advertise in Pioneer Shopper, you are reaching those people at the moment they are most open to your offer.*

**See for yourself what  
Pioneer Shopper Classifieds  
Can Do For You!**

CARE... For the best care in town, best we offer, call Advance Services. And now

MUST SELL... 11 \$200, great shop

RELIABLE AND... day care, find 3 openings

PLEASE... wanted for a Wish Foundation, and Char

SHED... 10x20, More a ry for

POD... 8' x 10' x 6' 6" 6x7 34 06

... ..

... ..

... ..

Buy A Cargo Trailer!  
• Pace • Rockwood • Palute • Big Tex  
**90 DAYS**  
Same As Cash **100% Financing**  
• Flatbeds • ATV Haulers • Tent Trailers • Enclosed Trailers  
700 SOUTH BLUFF ST. GEORGE, UTAH  
435-652-4466  
OPEN LATE  
MON-FRI 9-5 SAT 9-3

Consign Used Trailers, Fifth

1350 Sun St. Geor WE NOW

3544 ST. GEORGE

### CLASSIFICATIONS INDEX

- ANIMALS/FARM
- YARD SALES
- BUSINESS/WORK
- EMPLOYMENT WANTED
- HEALTH/BEAUTY
- HOUSEHOLD EQUIPMENT
- HOUSE FURNISHINGS
- REAL ESTATE
- SERVICES
- VEHICLES
- WEDDINGS
- RECREATION

DOLLY... \$300000

WATCH... \$1350 \$1150

48" WASH... \$600

New & Used

CALL NOW

435-673-7400

House Financing

Travel Trailers and 5th Wheels.

Need Temporary Housing? Let Us Help!

Vacation World R.V. Center

MEANWHEILE RENTALS

Models Available

TRAVEL TRAILERS

TOY HAULERS

7 Years in St. George

WE GIVE YOU SOMETHING YOU CAN'T BUY - SERVICE

USED 2004 MOTORHOMES FOR SALE

CANYONLAND RV RENTALS, INC.

1333 East 100 South, St. George (Between 2nd & 3rd)

435-688-2525

# PIONEER SHOPPER

## CLASSIFIEDS

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TO PLACE AN AD  
435-628-5238  
1-800-888-4177

[www.pioneershopper.com](http://www.pioneershopper.com)  
contactus@pioneershopper.com

SERVING SOUTHERN UTAH • BOULDER COUNTY • NEVADA

1478 SOUTH  
VOL. 20

## RATES & DEADLINES

### DISPLAY AD

- 52 Consecutive Weeks - \$6.22 Per Column Inch
- 26 Weeks - \$6.60 Per Column Inch
- 13 Consecutive Weeks - \$7.37 Per Column Inch
- 4 Consecutive Weeks - \$8.53 Per Column Inch
- 2 Consecutive Weeks - \$11.28 Per Column Inch
- Open Rate - \$14.97 Per Column Inch

### COLOR RATES

- Full color - \$2.65 Per Column Inch  
(max color charge \$212 Excluding Double Truck Rate.  
Double Truck color is 3 times the normal rate)
- Spot Color - \$1.60 Per Column Inch

### PRIME LOCATION

Rates available upon request  
(Based on availability)

### DEADLINES

- New or Remake - 5:00 pm Monday
- Pick-up Ad - 5:00 pm Tuesday

### CLASSIFIED ADS

### DEADLINE

Noon on Wednesday  
Call for our Standard Rate, our Early Bird Rate  
& our Three Week Special Rate.

410 E. Tabernacle, Suite A  
St. George, UT 84770

435-628-5238 • 1-800-888-4177  
Fax: 435-628-5498 • 435-628-8054

[www.pioneershopper.com](http://www.pioneershopper.com)

Conditions: If contract is not fulfilled, client will be billed at next applicable higher rate. Rates are based on a run-of-paper placement subject to contract conditions. Our family publication reserves the right to edit, limit or reject any copy which conflicts, in our opinion, with the established objective of this weekly publication.

Effective 02/01/08

CARE... For the best care in town, best we offer, call Advance Services. And now

MUST SELL... If \$200, great shop

RELIABLE AND... day care, Red 3 openings

PLEASE C... wanted don a Wish For... and Char

SHED \$... 10x20, More a... ry for

POD... 8' x... 6x7... 34...

BE... De's... 50%

LITTI... Pool... get a... 50%

**Trailers**  
ALL PUA...  
We Will Be...  
Reasonable...  
on Compar...  
Merchandise

**SNOWMOBILE TRAILER Blowout!!**

**Buy A Cargo Trailer!**  
• Pace • Rockwood  
• Palute • Big Tex

**90 DAYS**  
Same As Cash...  
**100% Financing**  
D.A.C.

- Flatbeds
- ATV Haulers
- Tent Trailers
- Enclosed Trailers

435-628-5238

**Buy & Consign**  
Used Trailers, Fifth  
Wheels...  
& Motorhomes

**410 E. Tabernacle, Suite A**  
**St. George, UT 84770**  
**435-628-5238 • 1-800-888-4177**  
**Fax: 435-628-5498 • 435-628-8054**

**www.pioneershopper.com**

**House Financing**  
Travel Trailers and 5th Wheels.

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- HOUSEHOLD EQUIPMENT
- HOUSEHOLD FURNISHINGS
- REAL ESTATE
- SERVICES
- VEHICLES
- WEDDINGS

**WHEELS AVAILABLE**

**TRAVEL TRAILERS**  
**5TH WHEELS**

**3 Years in St. George**  
WE GIVE YOU SOMETHING YOU CAN'T BUY - SERVICE  
USED 2004 MOTORHOMES FOR SALE

**CANYONLAND RV RENTALS, INC.**  
1333 East 100 South, St. George  
(Between 2nd & 3rd)  
**435-688-2525**



# Insert Xpress

## A low-cost, high-quality tool to reach potential customers!

The Pioneer Shopper Insert Xpress is the perfect way to enhance your marketing plan with full-color glossy sales pieces produced on a quick turnaround. Convenient and cost-effective, Insert Xpress can target as few as 5,000 households or as many as 30,000 to meet your advertising and promotional needs.

- Short lead times allow more time for creating and developing promotional plans.
- Set prices eliminate the wait for a quote.
- Affordable pricing includes freight costs.
- Promotions customized to meet your specific needs.
- Target a select geographic area.

### Pricing

Inserts must be ordered in increments of 5,000 pieces (minimum 5,000 pieces). Cost per thousand determined by 4-color versions, and total quantity. Price includes design, production, printing and insertion.

1 page/2 sides (bleed or non-bleed)

5,000-25,000 .....	\$101.00/m
30,000-60,000 .....	\$70.00/m

Custom sizes available by quote.  
Rates effective 02/01/08

### Deadlines

Ad copy is due to Pioneer Shopper **5 DAYS PRIOR** to the printer due date.

If to The Printer **By 10AM Wednesday**

- Prints Thursday
- Ships Monday
- Received at Pioneer Shopper on the following Monday

If to The Printer **By 10 AM Friday**

- Prints Monday
- Ships Thursday
- Received at Pioneer Shopper on the following Thursday

Above schedule may be affected by holidays.

### Specifications

**Paper:** All Insert Xpress products are produced on 60# enamel paper.

**Prep specifications:** 133 line, round dot halftone screens preferred. Provide one set of approved 4-color negatives for each 4-color version. Negatives must be submitted as right reading with emulsion side down.

**Color proof specifications:** 3M matchprints on publication base are preferred. Cromalins are also acceptable. System Brunner, GATF or Cromalin Offset Com Guide color bars must appear on all proofs.

**Other capabilities:** Ask your advertising account executive about other printing capabilities.

Put Insert Xpress to work for you. Call today!

**PIONEERSTOPPER**  
→ CLASSIFIEDS ←

(435) 628-5238  
410 E. Tabernacle  
Suite A  
St. George, UT 84770



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# PIONEER SHOPPER

## INSERTS & MECHANICALS

### Pre-Print Insert Rates

1478 SOUTH 270 EAST, SUITE 100  
VOL. 20

Single sheet  
8 1/2 x 11 \$31/per thousand\*

Tabloid  
1 to 4 pages \$31/per thousand\*  
8 to 12 pages \$42/per thousand\*  
16 to 20 pages \$52/per thousand\*  
24 to 28 pages \$62/per thousand\*

\*5,000 Minumum

In-house printing available at additional cost  
Can be broken down into zones

Call for more information  
435-628-5238 • 1-800-888-4177

Mechanical Information  
Page Information  
Page Measurement

10 1/4" x 16" - 7 Column Page

Column	Picas	Inches
1	7pi 10	1.306 (1 5/16)
2	16pi 10	2.806 (2 13/16)
3	25pi 10	4.306 (4 5/16)
4	34pi 10	5.806 (5 13/16)
5	43pi 10	7.306 (7 5/16)
6	52pi 10	8.806 (8 13/16)
7	61pi 10	10.306 (10 5/16)

Effective 02/01/08

CARS... For the best deals in town, best we offered, call Advance Services. And now

MUST SELL... IF \$250, great snap.

RELIABLE AND day care. Red 7 3 springs

PLEASE... wanted for a Wash charities, and Chap

SHED E 10x20. More s

POO... 8' x 10' slab. 1000 lbs. 1000 lbs.

BE... 1000 lbs. 1000 lbs.

LITTLE... 1000 lbs. 1000 lbs.

**TRAILERS**  
ALL PUMPS  
We Will Be Reasonable On Compar. Merchand.

**SNOWMOBILE TRAILER Blowout!!**

**Buy A Cargo Trailer!**  
Pace • Rockwood • Palate • Big Tex

**90 DAYS**  
Same As Cash S.A.C.

**100% Financing**  
S.A.C.


- Flatbeds
- ATV Haulers
- Tent Trailers
- Enclosed Trailers

700 SOUTH BLUFF ST. GEORGE, UTAH  
435-652-4466  
[cargotrailer.com](http://www.cargotrailer.com)  
M-F 9-5 • SAT 9-30

**House Financing**  
Travel Trailers and 5th Wheels.  
Need Temporary Housing?  
Let Us Help!

**Vacation World R.V. Center**

435-673-7883



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- ANIMALS/FARM
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- HEALTH/BEAUTY
- HEAVY EQUIPMENT
- HOME FINISHINGS
- HOUSING
- STATE
- TRAVEL
- VEHICLES
- WEDDINGS
- GENERAL

**DOLLY...**  
435-633-

**HITCH...**  
\$125  
\$115

**40'**  
\$1000

**1000**  
\$1000

**TRAVEL TRAILERS**  
**RV HAULERS**

Models Available

**1 Year in St. George**

**WE GIVE YOU SOME THING YOU CAN'T BUY - SERVICE!**  
UNION COUNCIL MOTOCROSSERS FOR SALE!

**CANYONLAND RV RENTALS, INC.**  
1333 East 100 South, St. George (Setler's RV Park)  
435-688-2525