

# The St. Joseph Shopper

For the most up to date information on The Shopper, please visit

[sjbusinessguild.com/shopper](http://sjbusinessguild.com/shopper)

## What it is:

The St. Joseph Shopper(s) are printed advertisements that are included in retail orders, both in-store and online, at Leaflet Missal Company in St. Paul (MN). Through the Shopper, guild members can advertise their companies directly to Catholic customers who already want to support Catholic businesses.

## Two editions of The St. Joseph Shopper will be offered:

- **A Local Edition** for businesses with a local market (Twin Cities metro);
- **A National Edition** for businesses with a national market (reaches over 4x the Local Shopper).

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*This is a prime opportunity to reach the best type of customers:  
practicing Catholics who are engaged in their faith.*

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## Advertising information:

Unless otherwise noted, business advertising space in both editions of the St. Joseph Shopper is purchased by unit size (2.5 in x 2 in, full-color). Additionally, the Local Shopper offers a reduced price, simple, two-line ad listing *only* the advertising business's name and business website URL. A business may run an ad **in either the Local Shopper or the National Shopper, or both.**

Ads are generally available in the Shopper for two consecutive calendar months.

## Cost to run an ad for Jan-Feb '22 editions (Deadline to submit: December 22, 2021):

**Local Shopper: \$99**  
(About \$0.04 to \$0.05 per insert,  
depending on orders sold.)

**National Shopper: \$219**  
(About \$0.025 to \$0.035 per insert,  
depending upon orders shipped.)

**Local Shopper - Simple: \$59**  
(About \$0.02 to \$0.03 per insert,  
depending on orders sold.)

**Please send your ad materials or questions to  
Kevin Gearns at [kmgearns@gmail.com](mailto:kmgearns@gmail.com)**

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## **About Leaflet Missal and the St. Joseph Business Guild**

The St. Joseph Shopper is a result of the St. Joseph Business Guild's collaboration with Leaflet Missal, a Catholic gift and church goods store, started in St. Paul in 1929. Leaflet serves local walk-in customers and churches, in addition to extensive order-shipping across the country. Using the expertise of our members, the Guild is helping Leaflet increase business and trim expenses. In return, Leaflet has given the Guild access to their customers, which is making this advertising opportunity possible.

## **Deadlines and Pre-Orders:**

### **January/February Edition**

Deadline: December 22

### **March/April Edition**

Deadline: February 8

### **May/June Issue Edition**

Deadline April 8

### **July/August Edition**

No Edition will be published

### **September/October Edition**

Deadline August 10

### **November/December Edition**

Deadline October 10

Members can reserve ads in future editions. Payment only needs to be made for the current edition. Members will be billed for pre-ordered issues on the deadline for that issue.

Note: Rates could increase in the future as we expand the ways in which the Shopper is distributed. Reserving ads in future editions will guarantee your price at the current rate.

**For more information on how to submit an ad (formatting, requirements, and tips), see the accompanying "Best Practices" information.**

**Please send your ad materials or questions to**

**Kevin Gearn at [kmgearn@gmail.com](mailto:kmgearn@gmail.com)**

# Best practice for designing a business ad for the St. Joseph Shopper

For the most up to date information on The Shopper, please visit

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## Anatomy of an ad



## Recommendations for your ad:

- Business Name
- Logo
- Tagline/Offering(s)
- Call-to-Action

## And remember...

- "Less is more." Give your content room to breathe (see example ad above).
- Emphasize what you do, then who you are, then what a potential customer should do next (a phone number, website, etc).

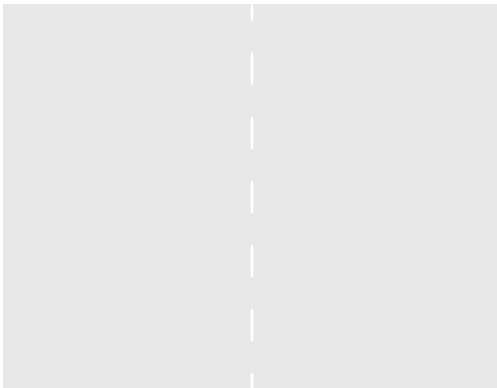
## Requirements for your ad:

- Ad should be 2.5"x2"; 300 PPI minimum
- File format can be either PSD or transparent PNG (ads will be shown on a white or off-white background)
- Do NOT include a border in your ad
- Note which edition the ad should be featured in (Local, National, or both)
- Note the business model of your business (B2B, B2C, Nonprofit) when you submit your ad; ads will be presented together by business model

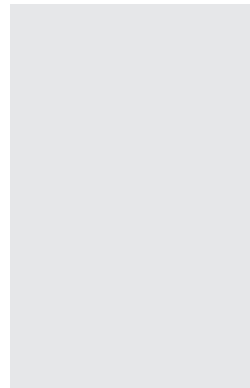
**Please send your ad materials or questions to  
Kevin Gears at [kmgears@gmail.com](mailto:kmgears@gmail.com)**

The following pages are examples (150 PPI)  
of the **St. Joseph Shopper**.

**The Local Shopper** is printed on *both* sides of an 8.5" x 11" stock and is folded so each page is 5.5"x8.5". The Local Shopper features 22 spots (2.5"x2") and 14 available spaces for simple, two-line ads (business name and business website URL).



**The National Shopper** is half the size of the Local Shopper (printed on *both* sides of a 5.5" x 8.5" stock). The National Shopper features 12 spots (2.5"x2") for business advertisements.



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## Featured Businesses

Please support our member businesses!

|  |  |
|--|--|
| Business Category                        |  |
| Business Name<br>www.businesswebsite.com | Business Name<br>www.businesswebsite.com |
| Business Category                        |  |
| Business Name<br>www.businesswebsite.com | Business Name<br>www.businesswebsite.com |
| Business Name<br>www.businesswebsite.com | Business Name<br>www.businesswebsite.com |
| Business Name<br>www.businesswebsite.com | Business Name<br>www.businesswebsite.com |
| Business Category                        |  |
| Business Name<br>www.businesswebsite.com | Business Name<br>www.businesswebsite.com |
| Business Name<br>www.businesswebsite.com | Business Name<br>www.businesswebsite.com |
| Business Name<br>www.businesswebsite.com | Business Name<br>www.businesswebsite.com |



The St. Joseph Business Guild is a network of faithful Catholics of all professions, who are committed to helping each other succeed in business, advance careers, and better provide for families.

Through our events, network, and platform, guild members are connected to business owners, workers, customers, and resources - training,

capital, education, and more - all to grow their businesses and to do so with the help of those who share a common faith.

To support more member businesses via our directory, or to learn more about the guild, visit us at [sjbusinessguild.com/shopper](http://sjbusinessguild.com/shopper)



Local Edition  
Nov-Dec '21

|  |  |
|--|--|
|  <b>HIGHLIGHT PRINTING</b><br>printing & integrated services<br><br><b>Highlight Printing proudly supporting St. Joseph Business Guild</b><br><br>3839 Washington Ave N<br>Minneapolis, Minnesota 55412<br><b>612.522.7600</b><br>www.highlightprinting.com                               | <br><b>SUPERIOR EXPRESS</b><br>COURIERS<br><br>Same day, next day, scheduled, and dock truck delivery service.<br><br>Family owned and operated since 1999.<br>Call for a quote 651.688.7474<br>Visit our website: <a href="http://superior-express.com">superior-express.com</a> |
| <b>Heart of an Artist</b><br><br><br><br>Graphic Design   Branding   Illustration<br><a href="http://hazelmajordan855.wixsite.com/mysite">hazelmajordan855.wixsite.com/mysite</a>   | <b>Window World</b><br><br>Window Replacement,<br>Exterior Doors, Siding and More<br><a href="http://windowworldmn.com">windowworldmn.com</a><br>651-770-5570  |
| CAPTURE YOUR MEMORIES.<br>ENGAGE YOUR CLIENTS. TELL YOUR STORY.<br><br>BUSINESS + NON-PROFIT<br>VIDEO CONTENT<br>MARKETING<br><br>CINEMATIC WEDDING<br>FILMS<br><br>MUSIC VIDEOS<br><br><br><b>REAWAKEN</b><br><br><a href="http://REAWAKENPRODUCTIONS.COM">REAWAKENPRODUCTIONS.COM</a> |  <b>BAUMAN</b><br>INSURANCE AGENCY<br>Auto • Home • Life<br>Retirement • Business<br><br>Luke Bauman, FIC   (763) 972-6198 office<br><a href="mailto:Luke@BaumanFinancial.com">Luke@BaumanFinancial.com</a>   |

[sjbusinessguild.com](http://sjbusinessguild.com)

## LOCAL - INSIDE LEFT



**BETTER BEGINNINGS**  
premier birth + postpartum services  
doula services, lactation support, birth classes + more  
[betterbeginningsmn.com](http://betterbeginningsmn.com)



Matt Saxe Chevrolet Buick Inc.  
909 Enterprise Drive  
P.O. Box 68  
Belle Plaine, MN 56011  
952-873-2234 | [www.SaxeChevy.com](http://www.SaxeChevy.com)



**Liz Sandwick**  
MN & WI Licensed REALTOR®  
**952.491.3685**  
**SRG.Homes**  
[Liz@CBRealty.com](mailto:Liz@CBRealty.com)



**AVENUE**  
MOTOR SALES & SERVICE  
"The working man's friend"

Joe Gatto - Owner  
[avenumosales@qwestoffice.net](mailto:avenumosales@qwestoffice.net) | 651-646-8347



*Saving Memories*



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TO DVD OR DIGITAL**

**(612) 278-6863**

Catholic Family Owned.  
5 Convenient Metro Locations.

Roseville ★ St. Paul ★ St. Louis Park ★ Anoka ★ Apple Valley



**Wieneke**  
Win-A-Key to UNLOCK  
Your Retirement Income

[yourretirementkeys.com](http://yourretirementkeys.com)

**WHOLE HUMAN  
ADVENT**

RE-CENTERING LIFESTYLE CHANGES  
INTIMATE PRAYER COMMUNITIES  
DYNAMIC, LIVE-TAUGHT WORKSHOPS WEEKLY  
RISK YOUR WHOLE SELF ON CHRIST THIS ADVENT

[WHOLEHUMANCHALLENGE.COM](http://WHOLEHUMANCHALLENGE.COM)



## LOCAL - INSIDE RIGHT

**Catholic  
Graphic Designer**



**LOGOS WEBSITES PRINT**

Hire a designer with a clear conscience

[emilyabe.com](http://emilyabe.com)



**BRIGHT**

*Web design*

[brightwebsite.design](http://brightwebsite.design)

**MARKETING + TECHNOLOGY AGENCY**  
YOUR BRAND. OUR PASSION.



WEBSITES  
PR + MEDIA  
VIDEO PRODUCTION  
BRANDING + DESIGN  
DIGITAL ADVERTISING  
FULL-SERVICE MARKETING



Tanya Rausch  
651.308.9615

[generate360consulting.com](http://generate360consulting.com)

**Cities Web Services**



SEO | Hosting | Website Design/Maintenance

[citieswebservices.com](http://citieswebservices.com)

Choose to Hope  
Online Addiction Recovery Courses  
to help prevent relapse

Visit  
Recovery Support Network  
[Recoverysupportnetwork.org](http://Recoverysupportnetwork.org)



THE  
**EMBER**  
COLLECTIVE

"Holistic wellness with  
eternity in mind."

[www.theember.co](http://www.theember.co)



BEMER applicators deliver a signal  
throughout the body targeting the  
microcirculatory system resulting in  
optimized blood flow, helping your body  
function naturally, as designed.

**Better Circulation, Better Health,  
Better Life.**

[larry.klein@bemermail.com](mailto:larry.klein@bemermail.com) | 651-295-9987



ALEX  
**SCHINDLER**  
MUSIC

Leading Others To Christ Through Music

**Worship Leader & Liturgical Musician**

Weddings, Funerals, Parish Events, & More!

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



# NATIONAL - FRONT

National Edition  
Nov-Dec '21



## MARKETING + TECHNOLOGY AGENCY YOUR BRAND. OUR PASSION.



Tanya Rausch  
651.308.9615

WEBSITES  
PR + MEDIA  
VIDEO PRODUCTION  
BRANDING + DESIGN  
DIGITAL ADVERTISING  
FULL-SERVICE MARKETING



[generate360consulting.com](https://generate360consulting.com)

## CatechismClass.com

  
**Online Catholic Education**  
**Learn On Your Own Schedule, Study**  
**From Any Device, Anytime, Anywhere**



## Cities Web Services



SEO | Hosting | Website Design/Maintenance  
[citieswebservices.com](https://citieswebservices.com)



THE  
**EMBER**  
COLLECTIVE

"Holistic wellness with  
eternity in mind."

[www.theember.co](https://www.theember.co)

## Adventures in Excellence

Writing and Literature Courses  
for 4<sup>th</sup>-12<sup>th</sup> Grade

<https://www.adventuresinexcellence.com>



**BRIGHT**  
*Web design*

[brightwebsite.design](https://brightwebsite.design)

[sjbusinessguild.com](https://sjbusinessguild.com)

# NATIONAL - BACK

## Professional Mail Services



**Mailing Lists • Printing  
Bulk Mail Preparation**

**651-777-5545 • namebankusa.com**  
640 8th Ave NE • Pine City, MN 55063



[saintpiomedia.com](http://saintpiomedia.com)

## DIGITAL MARKETING

for Catholic  
parishes, schools and  
non-profit organizations

**Web Design • Photos • Video  
SEO • Digital Ads • Social Media**



**"ALWAYS FRESH, NEVER BORING"**

Order online at [WWW.JOMOMMAS.COM](http://WWW.JOMOMMAS.COM)

DE  
**Enterprises**

Precious



Metals

**Buy • Sell • Trade**

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

## Catholic Graphic Designer



**BUTTON**



**LOGOS WEBSITES PRINT**

Hire a designer with a clear conscience

[emilyabe.com](http://emilyabe.com)

**Choose to Hope  
Online Addiction Recovery Courses  
to help prevent relapse**

Visit

Recovery Support Network  
[Recoverysupportnetwork.org](http://Recoverysupportnetwork.org)



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