

“ The Shopper-News is the best community-based newspaper in town for promoting growth in your business.



It has proven time and time again that this kind of advertising works. I have many customers come to my store due solely to an article that the Shopper-News has done on me or my business.

Elegant Essentials came to Knoxville a little over a year ago. It's very hard to pick the best venue when you are new to town. After some trial and error, the Shopper-News came to

the top of the list. When you advertise with them, you not only get what you ask for – you get the heart of the paper, which is this community. This style of advertising is what we miss in the bigger publications.

I would recommend that everyone see what the Shopper-News can do for them. That is the question they ask: “What can we do for you?” And they mean it. From the publisher, editor, reporters and graphic artists on down, everyone works diligently to help make your business succeed.

I do hope that this will help you make your choice in your advertising needs, because the people at the Shopper-News have certainly helped mine.

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– LINDA PARRENT
ELEGANT ESSENTIALS

SHOPPER-NEWS
Now.