

**BUSINESS CLASSIFIED ADS (TEXT ONLY)
& EMPLOYMENT SECTION CLASSIFIED ADS**

Are only \$27 for 30 words and just 20 cents each additional word. Business Classified ads are published randomly throughout the paper.

Non-Profit Classifieds are \$12 for 20 words and 20 cents each additional word. This special rate applies for non-profit fee based sales, services or events.

Talk about service, if we're in the office a person will answer the phone, so call in your classified ad Tuesday – Friday 9 AM – 5 PM. Need more time? If you have a credit card on file or have an account with Penny Power our Classified deadline for fax and email is Monday at 10 AM. Reach us by fax 610-282-1932 or email us at sales@pennypowerads.com. You can also come to our office by Monday at 10 AM. We're on Route 309 in Coopersburg. GPS: 202 S. Third St., Coopersburg, PA 18036.

After hours you can get more information on our website, www.PennyPowerAds.com

EMPLOYMENT SECTION

Reach out to the local workforce in this special section. Display rates vary according to size and color upgrades. Special sizes apply. See our website for a large assortment of available sizes with pricing.

INSERTS

Have your flyers, brochures and menus inserted into Penny Power. We have a minimum of 5000 but you can select mail routes within our coverage area up to our total circulation. Please schedule your preprint campaign at least two weeks in advance. Price is based on weight.

COPY DEADLINE

Display.....Friday, noon
 Proof Required.....Wednesday, 5pm
 Preprints.....Wednesday, 5pm
 prior to distribution
 Classified.....Monday, 10am

Early deadlines may occur to accommodate holidays & special sections. See the paper for details.

INCLEMENT WEATHER NOTICE

We may close in the event of, or with the probable occurrence of, severe weather conditions. At times we may deem it necessary to print and/or mail the paper early. Please get your classified and display advertisements to us as soon as possible.

NOTES:



*Your weekly shopping guide
 with the largest home delivery
 serving Upper & Central Bucks,
 Southern Lehigh & Southern
 Northampton Counties plus
 rack distribution in
 neighboring communities.*

www.PennyPowerAds.com

P: 610-282-4808

F: 610-282-1932

E: sales@pennypowerads.com



Philadelphia

DISPLAY ADVERTISING (BORDERED ADS)

Display Advertisements start at 2 columns across by 2 inches high & increase in size by column in width & half inch increments in height. Rates vary according to zones and sizes. Please see our rate card for complete pricing and our website for a large assortment of sample sizes with pricing.

FRONT PAGE ADVERTISING

To be fair to all of our advertisers, big and small, to reserve a front page position clients must run at least six ads in a year and run no less than six ads between front pages. If a front page position is available for the current selling week, Penny Power will sell the space to the first advertiser who requests it. Front Page ads must run all zones and be at least 15 column inches.

BACK PAGE PLACEMENT

Have a full page or horizontal half page ad to run? You can reserve the back page, special rates apply. When two half-page ads are on the back page each ad will be reduced to 98% to allow for space between the ads. Here's something different.... A full-page ad will not bump a reserved half-page ad.

ROP DEPTH REQUIREMENTS – DISPLAY & EMPLOYMENT SECTION

Minimum space is 4 column inches. Ads more than 14 inches deep will be charged as a full column.

MECHANICAL REQUIREMENTS

(one pica between columns)

Overall page size 11 ³/₈" x 17"
Copy size 10 ⁵/₁₆" x 16"

DISPLAY Column Width			EMPLOYMENT SECTION Column Width		
Width	Inches	(Decimal)	Width	Inches	(Decimal)
1	1 ⁹ / ₁₆ "	1.583"	1	1 ⁵ / ₁₆ "	1.333"
2	3 ⁵ / ₁₆ "	3.333"	2	2 ¹³ / ₁₆ "	2.833"
3	5 ¹ / ₁₆ "	5.083"	3	4 ⁵ / ₁₆ "	4.333"
4	6 ¹³ / ₁₆ "	6.833"	4	5 ¹³ / ₁₆ "	5.833"
5	8 ⁹ / ₁₆ "	8.583"	5	7 ⁵ / ₁₆ "	7.333"
6	10 ⁵ / ₁₆ "	10.333"	6	8 ¹³ / ₁₆ "	8.833"
-	-	-	7	10 ⁵ / ₁₆ "	10.333"

FREQUENTLY ASKED QUESTIONS...

Who gets Penny Power?

Penny Power is mailed to every address in our approximate 398 sq. mile core coverage area. This gives your message 100% saturation to the homes & businesses in our core area, Upper & Central Bucks, Southern Lehigh and Southern Northampton counties. We are available via rack distribution in neighboring communities.

How many people read Penny Power?

Over 75% of the households who receive Penny Power regularly look through Penny Power. (Source: CVC Audit 2018). Find out more about Penny Power readers, ask for our Audit.

Who creates the ad?

We can, you can or together we can create the ad. Basic creative design is included in the price of your display advertisement. Our Art Department can add stock art/photos from the art service company we subscribe to or you can supply us with the ad elements you would like to use.

How often do I need to run the ad?

General rule of thumb is to reach as many people as you can, as often as you can, with a message that makes the reader want to use your business versus your competitors'. For sale and event advertising, larger impact with more "Splash" will help emphasize the time urgency of your message. Your Penny Power Sales Representative (Yes, you have one) can help you with the details.

What size ad do I need?

The size of your advertisement is determined by the amount of information you need to advertise. Your Penny Power Sales Representative can help you select the ad size that best suits your needs and budget.

How do I determine Column Inches?

Multiply the number of columns across by inches in height. A 6 column-inch ad (often referred to as a 6" ad) can be 2 columns across by 3 inches high, 3 columns across by 2 inches high or 1 column across by 6 inches high.

Do I have to run my ad in your entire coverage area?

Display advertising in Penny Power is divided into three advertising zones. You can purchase one, two or all three depending on how far your message needs to reach. Classified Ads (text only) are automatically published in all three zones.

How do I compare Penny Power's price to other print media?

We love this question because it gives us the opportunity to show you how cost-effective Penny Power ads are for your business. Use a simple cost to reach a 1000 addresses formula. Examples:

- Penny Power:
 - 2 column by 2" high ad costs \$129.40 to reach all 61,700* mailed addresses
 - \$129.40 divided by 61,700* = \$2.10 cost per thousand
- Paper B:
 - 2 column by 2" high ad costs \$100.00 and has 10,000 copies printed (some mailed)
 - \$100.00 divided by 10 = \$10.00 cost per thousand
 - Plus bonus rack distribution & online coverage
- Paper C:
 - 2 column by 2" high ad costs \$75.00 and has 25,000 copies printed (none mailed)
 - \$75.00 divided by 25 = \$3.00 cost per thousand

What is the deadline to get a display ad into the paper?

Deadline is Friday at noon. Early deadlines may occur to accommodate holidays & special sections.

** Based on circulation from 12/5/18.*