

PENNY POWER



ADVERTISING RATES

Effective Date July 3rd, 2019

To Determine Column Inches:

Multiply the number of columns across by the number of inches in height.

For example:

- 1 column by 6" high = 6" ad
- 2 columns across by 3" high = 6" ad
- 3 columns across by 2" high = 6" ad
- 4 columns across by 1.5" high = 6" ad
- 6 columns across by 1" high = 6" ad

Column Inch Rate	ONE ZONE Black & White Only 13.50	TWO ZONES Black & White Only 21.00	ALL ZONES Black & White 24.50	ALL ZONES With Color 29.50
4"	\$54.00	\$84.00	\$98.00	\$118.00
5"	\$67.50	\$105.00	\$122.50	\$147.50
6"	\$81.00	\$126.00	\$147.00	\$177.00
7"	\$94.50	\$147.00	\$171.50	\$206.50
8"	\$108.00	\$168.00	\$196.00	\$236.00
9"	\$121.50	\$189.00	\$220.50	\$265.50
10"	\$135.00	\$210.00	\$245.00	\$295.00
11"	\$148.50	\$231.00	\$269.50	\$324.50
12" 1/8 page ..	\$162.00	\$252.00	\$294.00	\$354.00
13"	\$175.50	\$273.00	\$318.50	\$383.50
14"	\$189.00	\$294.00	\$343.00	\$413.00
15"	\$202.50	\$315.00	\$367.50	\$442.50
16"	\$216.00	\$336.00	\$392.00	\$472.00
17"	\$229.50	\$357.00	\$416.50	\$501.50
18"	\$243.00	\$378.00	\$441.00	\$531.00
19"	\$256.50	\$399.00	\$465.50	\$560.50
20"	\$270.00	\$420.00	\$490.00	\$590.00
21"	\$283.50	\$441.00	\$514.50	\$619.50
22"	\$297.00	\$426.00	\$539.00	\$649.00
23"	\$310.50	\$483.00	\$563.50	\$678.50
24" 1/4 page ..	\$324.00	\$504.00	\$588.00	\$708.00
25"	\$337.50	\$525.00	\$612.50	\$737.50
26"	\$351.00	\$546.00	\$637.00	\$767.00
27"	\$364.50	\$567.00	\$661.50	\$796.50
28"	\$378.00	\$588.00	\$686.00	\$826.00
29"	\$391.50	\$609.00	\$710.50	\$855.50
30"	\$405.00	\$630.00	\$735.00	\$885.00
31"	\$418.50	\$651.00	\$759.50	\$914.50
32" 1/3 page ..	\$432.00	\$672.00	\$784.00	\$994.00
33"	\$445.50	\$693.00	\$808.50	\$973.50
34"	\$459.00	\$714.00	\$833.00	\$1003.00
35"	\$472.50	\$735.00	\$857.50	\$1032.50
36"	\$486.00	\$756.00	\$882.00	\$1062.00
37"	\$499.50	\$777.00	\$906.50	\$1091.50
38"	\$513.00	\$798.00	\$931.00	\$1121.00

Column Inch Rate	ONE ZONE Black & White Only 13.50	TWO ZONES Black & White Only 21.00	ALL ZONES Black & White 24.50	ALL ZONES With Color 29.50
39"	\$526.50.....	\$819.00.....	\$955.50.....	\$1150.50.....
40"	\$540.00.....	\$840.00.....	\$980.00.....	\$1180.00.....
41"	\$553.50.....	\$861.00.....	\$1004.50.....	\$1209.50.....
42"	\$567.00.....	\$882.00.....	\$1029.00.....	\$1239.00.....
43"	\$580.50.....	\$903.00.....	\$1053.50.....	\$1268.50.....
44"	\$594.00.....	\$924.00.....	\$1078.00.....	\$1298.00.....
45"	\$607.50.....	\$945.00.....	\$1102.50.....	\$1327.50.....
46"	\$621.00.....	\$966.00.....	\$1127.00.....	\$1357.00.....
47"	\$634.50.....	\$987.00.....	\$1151.50.....	\$1386.50.....
48" 1/2 page ..	\$648.00.....	\$1008.00.....	\$1176.00.....	\$1416.00.....
49"	\$661.50.....	\$1029.00.....	\$1200.50.....	\$1445.50.....
50"	\$675.00.....	\$1050.00.....	\$1225.00.....	\$1475.00.....
51"	\$688.50.....	\$1071.00.....	\$1249.50.....	\$1504.50.....
52"	\$702.00.....	\$1092.00.....	\$1274.00.....	\$1534.00.....
53"	\$715.50.....	\$1113.00.....	\$1298.50.....	\$1563.50.....
54"	\$729.00.....	\$1134.00.....	\$1323.00.....	\$1593.00.....
55"	\$742.50.....	\$1155.00.....	\$1347.50.....	\$1622.50.....
56"	\$756.00.....	\$1176.00.....	\$1372.00.....	\$1652.00.....
57"	\$769.50.....	\$1197.00.....	\$1396.50.....	\$1681.50.....
58"	\$783.00.....	\$1218.00.....	\$1421.00.....	\$1711.00.....
59"	\$796.50.....	\$1239.00.....	\$1445.50.....	\$1740.50.....
60"	\$810.00.....	\$1260.00.....	\$1470.00.....	\$1770.00.....
61"	\$823.50.....	\$1281.00.....	\$1494.50.....	\$1799.50.....
62"	\$837.00.....	\$1302.00.....	\$1519.00.....	\$1829.00.....
63"	\$850.50.....	\$1323.00.....	\$1543.50.....	\$1858.50.....
64" 2/3 page ..	\$864.00.....	\$1344.00.....	\$1568.00.....	\$1888.00.....
65"	\$877.50.....	\$1365.00.....	\$1592.50.....	\$1917.50.....
66"	\$891.00.....	\$1386.00.....	\$1617.00.....	\$1947.00.....
67"	\$904.50.....	\$1407.00.....	\$1641.50.....	\$1976.50.....
68"	\$918.00.....	\$1428.00.....	\$1666.00.....	\$2006.00.....
69"	\$931.50.....	\$1449.00.....	\$1690.50.....	\$2035.50.....
70"	\$945.00.....	\$1470.00.....	\$1715.00.....	\$2065.00.....
71"	\$958.50.....	\$1491.00.....	\$1739.50.....	\$2094.50.....
72"	\$972.00.....	\$1512.00.....	\$1764.00.....	\$2124.00.....
73"	\$985.50.....	\$1533.00.....	\$1788.50.....	\$2153.50.....
74"	\$999.00.....	\$1554.00.....	\$1813.00.....	\$2183.00.....
75"	\$1012.50.....	\$1575.00.....	\$1837.50.....	\$2212.50.....
76"	\$1026.00.....	\$1596.00.....	\$1862.00.....	\$2242.00.....
77"	\$1039.50.....	\$1617.00.....	\$1886.50.....	\$2271.50.....
78"	\$1053.00.....	\$1638.00.....	\$1911.00.....	\$2301.00.....
79"	\$1066.50.....	\$1659.00.....	\$1935.50.....	\$2330.50.....
80"	\$1080.00.....	\$1680.00.....	\$1960.00.....	\$2360.00.....
81"	\$1093.50.....	\$1701.00.....	\$1984.50.....	\$2389.50.....
82"	\$1107.00.....	\$1722.00.....	\$2009.00.....	\$2419.00.....
83"	\$1120.50.....	\$1743.00.....	\$2033.50.....	\$2448.50.....
84"	\$1134.00.....	\$1764.00.....	\$2058.00.....	\$2478.00.....
96" full page ..	\$1296.00.....	\$2016.00.....	\$2352.00.....	\$2832.00.....

To reserve your space or for more information please call us at 610-282-4808.