

Penny Power Preprint Guide

Preprints can be targeted by Penny Power to areas within our circulation best suited to respond to advertiser's particular needs.

Start with a minimum of 5000 preprints for \$280 (up to 7/10 oz.)

Circulation

(eff. 3/27/2019)

Zone A ... 22,816

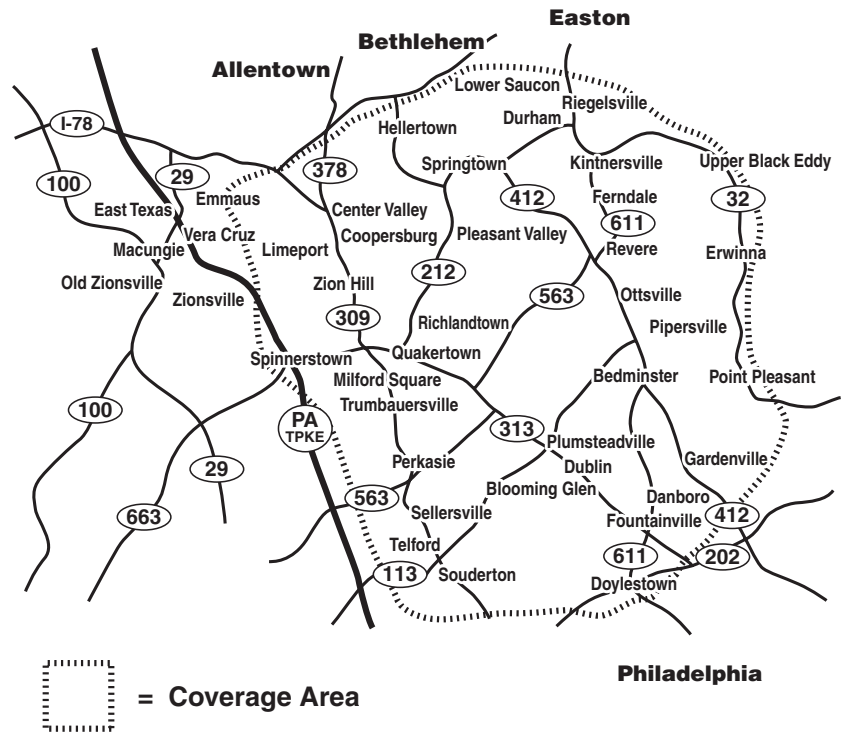
Zone B ... 21,681

Zone C ... 17,162

Total Circulation ...

61,659

Plus Drop Locations
In Souderton,
Telford, Doylestown
& New Britain.



Full Zone

Saturate

1 zone, 2 zones
or total circulation

Partial Zone

Target

neighborhoods
by postal route

Cross Zone

Choose

non-adjacent areas

Pricing

Up to 7/10 Ounce \$56.00/M

Each additional 1/10 ounce \$5.00/M

Minimum 5,000 (no partial routes)
All fractional weights will be rounded up to the nearest tenth in accordance with USPS specifications.

Requirements

All preprints must be scheduled and distribution sheets completed 2 weeks in advance of mailing date. Preprints must be delivered to our office no later than 5pm on the Wednesday preceding the insertion date (no deliveries accepted on Tuesdays). Preprints must not exceed 8.5"x11" in finished size and must be no thinner than 7pt. Any delay or added expense incurred in quarter-folding or unloading caused by improper packing of shipping will be charged to the advertiser.