

# Quick reference...



## Reasons To Consider Advertising in Penny Power

- 1 You have a weekly opportunity to reach consumers.
- 2 In our core coverage area, your message will be mailed to homes.
- 3 You can pinpoint target markets by advertising in your choice of zones or take advantage of our large circulation coverage.
- 4 Your message is also on our website since as a bonus a digital copy of Penny Power is online, too.
- 5 You can use display ads or classified ads to get your message to consumers.
- 6 You can have your literature inserted in the paper and target specific mail routes.
- 7 You know your message will be seen because over 75% of households regularly look through Penny Power (CVC Audit 2019).
- 8 You will have cost effective advertising. We encourage you to compare our cost to reach 1000 addresses to other media.
- 9 Penny Power does not accept advertisements for Adult Services, Internet-Opportunity, Work From Home, etc. so you know your brand won't be compromised.
- 10 You know Penny Power circulation figures are correct because they are backed up by an independent audit company, CVC.
- 11 Basic creative design is included in your display advertising.
- 12 You will reach the local workforce in our Employment Section.