

## QUICK REFERENCE GUIDE

Your weekly shopping guide with large home delivery by USPS and rack distribution in Upper & Central Bucks, Southern Lehigh, Southern Northampton and Northern Montgomery Counties. Our digital paper is available on our website: [pennypowerads.com](http://pennypowerads.com)

### Display Advertising (Bordered Ads)

Display advertisements start at 4 column inches (2 columns x 2" or 1 column x 4"). Rates vary according to size and zones. Please see our rate card for complete pricing and our website for a large assortment of sample ad sizes with pricing. Display deadline is Friday at noon.

### Front Page Advertising

To reserve a front page position we ask that clients run at least six ads in a year and run no less than six ads between scheduled front page positions. Front page ads must run all zones and be at least 15 column inches. Contact your Advertising Representative for availability.

### Back Page Advertising

Have a full page or horizontal half page ad to run? You can reserve the back page, special rates apply.

### Employment Section Display Ads

Display rates vary according to size and full color option. Special sizes apply. See our website for a large assortment of sample sizes with pricing.

### Inserts

Have your flyers, brochures and menus inserted into Penny Power. You can select mail routes within our coverage area up to our total circulation. 5000 piece minimum. Please schedule your preprint at least two weeks in advance. Preprints must be received one week prior to insertion date. Contact our Circulation Manager for details.

### Business Classified Ads (text only) & Employment Classified Ads

\$28 for 30 words; 20 cents each additional word. Business classified ads are published randomly throughout the paper. Employment ads run in our employment section alphabetically.

Place your classified ad by calling our office, 610-282-4808; email [sales@pennypowerads.com](mailto:sales@pennypowerads.com); fax 610-282-1932. You can also drop your ad off at our office located on Route 309 in Coopersburg (GPS: 202 S Third Street, Coopersburg).

Classified deadline is Monday 10am.

### Copy deadlines

Display..... Friday, noon

Proof Required..... Wednesday, 5pm

Classified..... Monday, 10am

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

### Mechanical Requirements

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

## Incident 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 as soon as possible.

## Frequently Asked Questions

### Who gets Penny Power?

Penny Power is mailed to residences within Upper Bucks, Lower Lehigh and Lower Northampton Counties with rack distribution in our coverage area and neighboring communities.

### How many people read Penny Power?

Penny Power has consistent readership with over 75% of households who receive the paper. For detailed information ask for our annual Circulation Verification Council (CVC) Audit .

### Who creates your display 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 us 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 can help you with the details.

### What size display ad do I need?

Ad size is determined by the amount of information you need. Your Penny Power Sales Representative can help you select the ad size which best suits your needs and budget.

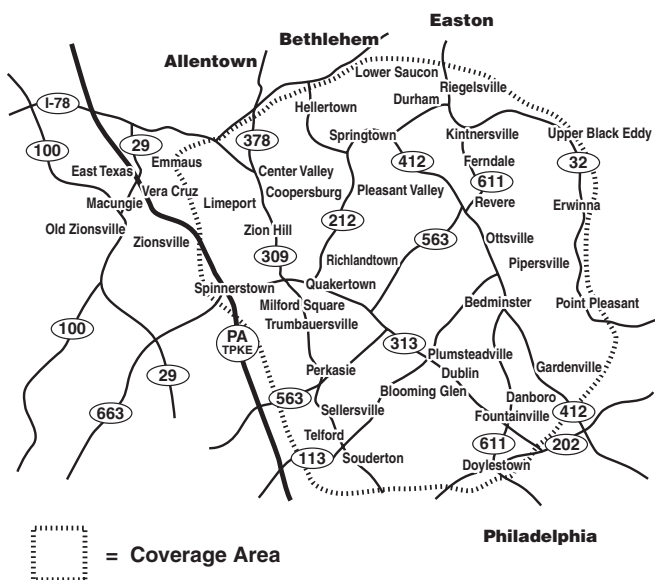
### How do I determine how many column inches my ad is?

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 display 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 zones depending on how far your message needs to reach (color ads must run in all zones).

Employment ads and classified ads (text only) are automatically published in all zones.



## Contact Information

Phone: 610-282-4808

Fax: 610-282-1932

Website: [PennyPowerAds.com](http://PennyPowerAds.com)

Mailing Address:

PO Box 250, Coopersburg, PA 18036

Street Address:

202 S. Third St., Coopersburg, PA 18036