

# PENNY POWER



## ADVERTISING RATES

Effective Date September 1st, 2021

### 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	<b>ONE ZONE</b> Black & White Only 13.75	<b>TWO ZONES</b> Black & White Only 21.50	<b>ALL ZONES</b> Black & White 25.00	<b>ALL ZONES</b> With Color 30.00
<b>4"</b>	\$55.00	\$86.00	\$100.00	\$120.00
<b>5"</b>	\$68.75	\$107.50	\$125.00	\$150.00
<b>6"</b>	\$82.50	\$129.00	\$150.00	\$180.00
<b>7"</b>	\$96.25	\$150.50	\$175.00	\$210.00
<b>8"</b>	\$110.00	\$172.00	\$200.00	\$240.00
<b>9"</b>	\$123.75	\$193.50	\$225.00	\$270.00
<b>10"</b>	\$137.50	\$215.00	\$250.00	\$300.00
<b>11"</b>	\$151.25	\$236.50	\$275.00	\$330.00
<b>12"</b> 1/8 page	\$165.00	\$258.00	\$300.00	\$360.00
<b>13"</b>	\$178.75	\$279.50	\$325.00	\$390.00
<b>14"</b>	\$192.50	\$301.00	\$350.00	\$420.00
<b>15"</b>	\$206.25	\$322.50	\$375.00	\$450.00
<b>16"</b>	\$220.00	\$344.00	\$400.00	\$480.00
<b>17"</b>	\$233.75	\$365.50	\$425.00	\$510.00
<b>18"</b>	\$247.50	\$387.00	\$450.00	\$540.00
<b>19"</b>	\$261.25	\$408.50	\$475.00	\$570.00
<b>20"</b>	\$275.00	\$430.00	\$500.00	\$600.00
<b>21"</b>	\$288.75	\$451.50	\$525.00	\$630.00
<b>22"</b>	\$302.50	\$473.00	\$550.00	\$660.00
<b>23"</b>	\$316.25	\$494.50	\$575.00	\$690.00
<b>24"</b> 1/4 page	\$330.00	\$516.00	\$600.00	\$720.00
<b>25"</b>	\$343.75	\$537.50	\$625.00	\$750.00
<b>26"</b>	\$357.50	\$559.00	\$650.00	\$780.00
<b>27"</b>	\$371.25	\$580.50	\$675.00	\$810.00
<b>28"</b>	\$385.00	\$602.00	\$700.00	\$840.00
<b>29"</b>	\$398.75	\$623.50	\$725.00	\$870.00
<b>30"</b>	\$412.50	\$645.00	\$750.00	\$900.00
<b>31"</b>	\$426.25	\$666.50	\$775.00	\$930.00
<b>32"</b> 1/3 page	\$440.00	\$688.00	\$800.00	\$960.00
<b>33"</b>	\$453.75	\$709.50	\$825.00	\$990.00
<b>34"</b>	\$467.50	\$731.00	\$850.00	\$1020.00
<b>35"</b>	\$481.25	\$752.50	\$875.00	\$1050.00
<b>36"</b>	\$495.00	\$774.00	\$900.00	\$1080.00
<b>37"</b>	\$508.75	\$795.50	\$925.00	\$1110.00
<b>38"</b>	\$522.50	\$817.00	\$950.00	\$1140.00

Column Inch Rate	<b>ONE ZONE</b> Black & White Only 13.75	<b>TWO ZONES</b> Black & White Only 21.50	<b>ALL ZONES</b> Black & White 25.00	<b>ALL ZONES</b> With Color 30.00
<b>39"</b>	\$536.25	\$838.50	\$975.00	\$1170.00
<b>40"</b>	\$550.00	\$860.00	\$1000.00	\$1200.00
<b>41"</b>	\$563.75	\$881.50	\$1025.00	\$1230.00
<b>42"</b>	\$577.50	\$903.00	\$1050.00	\$1260.00
<b>43"</b>	\$591.25	\$924.50	\$1075.00	\$1290.00
<b>44"</b>	\$605.00	\$946.00	\$1100.00	\$1320.00
<b>45"</b>	\$618.75	\$967.50	\$1125.00	\$1350.00
<b>46"</b>	\$632.50	\$989.00	\$1150.00	\$1380.00
<b>47"</b>	\$646.25	\$1010.50	\$1175.00	\$1410.00
<b>48"</b> 1/2 page	\$660.00	\$1032.00	\$1200.00	\$1440.00
<b>49"</b>	\$673.75	\$1053.50	\$1225.00	\$1470.00
<b>50"</b>	\$687.50	\$1075.00	\$1250.00	\$1500.00
<b>51"</b>	\$701.25	\$1096.50	\$1275.00	\$1530.00
<b>52"</b>	\$715.00	\$1118.00	\$1300.00	\$1560.00
<b>53"</b>	\$728.75	\$1139.50	\$1325.00	\$1590.00
<b>54"</b>	\$742.50	\$1161.00	\$1350.00	\$1620.00
<b>55"</b>	\$756.25	\$1182.50	\$1375.00	\$1650.00
<b>56"</b>	\$770.00	\$1204.00	\$1400.00	\$1680.00
<b>57"</b>	\$783.75	\$1225.50	\$1425.00	\$1710.00
<b>58"</b>	\$797.50	\$1247.00	\$1450.00	\$1740.00
<b>59"</b>	\$811.25	\$1268.50	\$1475.00	\$1770.00
<b>60"</b>	\$825.00	\$1290.00	\$1500.00	\$1800.00
<b>61"</b>	\$838.75	\$1311.50	\$1525.00	\$1830.00
<b>62"</b>	\$852.50	\$1333.00	\$1550.00	\$1860.00
<b>63"</b>	\$866.25	\$1354.50	\$1575.00	\$1890.00
<b>64"</b> 2/3 page	\$880.00	\$1376.00	\$1600.00	\$1920.00
<b>65"</b>	\$893.75	\$1397.50	\$1625.00	\$1950.00
<b>66"</b>	\$907.50	\$1419.00	\$1650.00	\$1980.00
<b>67"</b>	\$921.25	\$1440.50	\$1675.00	\$2010.00
<b>68"</b>	\$935.00	\$1462.00	\$1700.00	\$2040.00
<b>69"</b>	\$948.75	\$1483.50	\$1725.00	\$2070.00
<b>70"</b>	\$962.50	\$1505.00	\$1750.00	\$2100.00
<b>71"</b>	\$976.25	\$1526.50	\$1775.00	\$2130.00
<b>72"</b>	\$990.00	\$1548.00	\$1800.00	\$2160.00
<b>73"</b>	\$1003.75	\$1569.50	\$1825.00	\$2190.00
<b>74"</b>	\$1017.50	\$1591.00	\$1850.00	\$2220.00
<b>75"</b>	\$1031.25	\$1612.50	\$1875.00	\$2250.00
<b>76"</b>	\$1045.00	\$1634.00	\$1900.00	\$2280.00
<b>77"</b>	\$1058.75	\$1655.50	\$1925.00	\$2310.00
<b>78"</b>	\$1072.50	\$1677.00	\$1950.00	\$2340.00
<b>79"</b>	\$1086.25	\$1698.50	\$1975.00	\$2370.00
<b>80"</b>	\$1100.00	\$1720.00	\$2000.00	\$2400.00
<b>81"</b>	\$1113.75	\$1741.50	\$2025.00	\$2430.00
<b>82"</b>	\$1127.50	\$1763.00	\$2050.00	\$2460.00
<b>83"</b>	\$1141.25	\$1784.50	\$2075.00	\$2490.00
<b>84"</b>	\$1155.00	\$1806.00	\$2100.00	\$2520.00
<b>96"</b> full page	\$1320.00	\$2064.00	\$2400.00	\$2880.00

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