

Penny Power

EMPLOYMENT SECTION

Employment Opportunities for Bucks, Lehigh, Northampton and Montgomery Counties.

ADVERTISING RATES

Effective Date September 7th, 2022

CLASSIFIEDS: \$30 for the first 35 words, 20¢ each additional word.

DISPLAY RATES

INCHES	B&W	COLOR
4"	\$109.00	\$129.00
5"	\$136.25	\$161.25
6"	\$163.50	\$193.50
7"	\$190.75	\$225.75
8"	\$218.00	\$258.00
9"	\$245.25	\$290.25
10"	\$272.50	\$322.50
11"	\$299.75	\$354.75
12"	\$327.00	\$387.00
13"	\$354.25	\$419.25
1/8 page- 14"	\$381.50	\$451.50
15"	\$408.75	\$483.75
16"	\$436.00	\$516.00
17"	\$463.25	\$548.25
18"	\$490.50	\$580.50
19"	\$517.75	\$612.75
20"	\$545.00	\$645.00
21"	\$572.25	\$677.25
22"	\$599.50	\$709.50
23"	\$626.75	\$741.75
24"	\$654.00	\$774.00
25"	\$681.25	\$806.25
26"	\$708.50	\$838.50
27"	\$735.75	\$870.75
1/4 page- 28"	\$763.00	\$903.00
29"	\$790.25	\$935.25
30"	\$817.50	\$967.50
31"	\$844.75	\$999.75
32"	\$872.00	\$1032.00
33"	\$899.25	\$1064.25
34"	\$926.50	\$1096.50
35"	\$953.75	\$1128.75
36"	\$981.00	\$1161.00
37"	\$1008.25	\$1193.25
38"	\$1035.50	\$1225.50
39"	\$1062.75	\$1257.75
40"	\$1090.00	\$1290.00

DISPLAY RATES

INCHES	B&W	COLOR
41"	\$1117.25	\$1322.25
42"	\$1144.50	\$1354.50
43"	\$1171.75	\$1386.75
44"	\$1199.00	\$1419.00
45"	\$1226.25	\$1451.25
46"	\$1253.50	\$1483.50
47"	\$1280.75	\$1515.75
48"	\$1308.00	\$1548.00
49"	\$1335.25	\$1580.25
50"	\$1362.50	\$1612.50
51"	\$1389.75	\$1644.75
52"	\$1417.00	\$1677.00
53"	\$1444.25	\$1709.25
54"	\$1471.50	\$1741.50
55"	\$1498.75	\$1773.75
56"	\$1526.00	\$1806.00 - 1/2 page
57"	\$1553.25	\$1838.25
58"	\$1580.50	\$1870.50
59"	\$1607.75	\$1902.75
60"	\$1635.00	\$1935.00
61"	\$1662.25	\$1967.25
62"	\$1689.50	\$1999.50
63"	\$1716.75	\$2031.75
64"	\$1744.00	\$2064.00
65"	\$1771.25	\$2096.25
66"	\$1798.50	\$2128.50
67"	\$1825.75	\$2160.75
68"	\$1853.00	\$2193.00
69"	\$1880.25	\$2225.25
70"	\$1907.50	\$2257.50
71"	\$1934.75	\$2289.75
72"	\$1962.00	\$2322.00
73"	\$1989.25	\$2354.25
74"	\$2016.50	\$2386.50
75"	\$2043.75	\$2418.75
76"	\$2071.00	\$2451.00
77"	\$2098.25	\$2483.25

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INCHES	B&W	COLOR
78"	\$2125.50	\$2515.50
79"	\$2152.75	\$2547.75
80"	\$2180.00	\$2580.00
81"	\$2207.25	\$2612.25
82"	\$2234.50	\$2644.50
83"	\$2261.75	\$2676.75
3/4 page - 84"	\$2289.00	\$2709.00
85"	\$2316.25	\$2741.25
86"	\$2343.50	\$2773.50
87"	\$2370.75	\$2805.75
88"	\$2398.00	\$2838.00
89"	\$2425.25	\$2870.25
90"	\$2452.50	\$2902.50
91"	\$2479.75	\$2934.75
92"	\$2507.00	\$2967.00
93"	\$2534.25	\$2999.25
94"	\$2561.50	\$3031.50
95"	\$2588.75	\$3063.75
96"	\$2616.00	\$3096.00
97"	\$2643.25	\$3128.25
98"	\$2670.50	\$3160.50
99"	\$2697.75	\$3192.75
100"	\$2725.00	\$3225.00
101"	\$2752.25	\$3257.25
102"	\$2779.50	\$3289.50
103"	\$2806.75	\$3321.75
104"	\$2834.00	\$3354.00
105"	\$2861.25	\$3386.25
106"	\$2888.50	\$3418.50
107"	\$2915.75	\$3450.75
108"	\$2943.00	\$3483.00
109"	\$2970.25	\$3515.25
110"	\$2997.50	\$3547.50
111"	\$3024.75	\$3579.75
full page - 112"	\$3052.00	\$3612.00

Column Widths:

- 1 column = 1.333"
- 2 columns = 2.833"
- 3 columns = 4.333"
- 4 columns = 5.833"
- 5 column = 7.333"
- 6 columns = 8.833"
- 7 columns = 10.333"

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

1/8 Page.... 14"2x7 4x3.5... 7x2

1/4 Page.... 28"2x14... 4x7 7x4

1/2 Page.... 56"4x14... 7x8

3/4 Page.... 84"6x14... 7x12

Full Page .. 112" ...7x16

All employment ads run full circulation.

(See circulation figures on separate page)

**Call Penny Power Today
at 610-282-4808**

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