

PENNY POWER



ADVERTISING RATES

Effective Date September 7th, 2022

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 Widths:

- 1 column = 1.583"
- 2 columns = 3.333"
- 3 columns = 5.083"
- 4 columns = 6.833"
- 5 columns = 8.583"
- 6 columns = 10.333"

Column Inch Rate	ONE ZONE Black & White Only 15.50	TWO ZONES Black & White Only 23.50	ALL ZONES Black & White 27.25	ALL ZONES With Color 32.25
4"	\$62.00	\$94.00	\$109.00	\$129.00
5"	\$77.50	\$117.50	\$136.25	\$161.25
6"	\$93.00	\$141.00	\$163.50	\$193.50
7"	\$108.50	\$164.50	\$190.75	\$225.75
8"	\$124.00	\$188.00	\$218.00	\$258.00
9"	\$139.50	\$211.50	\$245.25	\$290.25
10"	\$155.00	\$235.00	\$272.50	\$322.50
11"	\$170.50	\$258.50	\$299.75	\$354.75
12" 1/8 page ..	\$186.00	\$282.00	\$327.00	\$387.00
13"	\$201.50	\$305.50	\$354.25	\$419.25
14"	\$217.00	\$329.00	\$381.50	\$451.50
15"	\$232.50	\$352.50	\$408.75	\$483.75
16"	\$248.00	\$376.00	\$436.00	\$516.00
17"	\$263.50	\$399.50	\$463.25	\$548.25
18"	\$279.00	\$423.00	\$490.50	\$580.50
19"	\$294.50	\$446.50	\$517.75	\$612.75
20"	\$310.00	\$470.00	\$545.00	\$645.00
21"	\$325.50	\$493.50	\$572.25	\$677.25
22"	\$341.00	\$517.00	\$599.50	\$709.50
23"	\$356.50	\$540.50	\$626.75	\$741.75
24" 1/4 page ..	\$372.00	\$564.00	\$654.00	\$774.00
25"	\$387.50	\$587.50	\$681.25	\$806.25
26"	\$403.00	\$611.00	\$708.50	\$838.50
27"	\$418.50	\$634.50	\$735.75	\$870.75
28"	\$434.00	\$658.00	\$763.00	\$903.00
29"	\$449.50	\$681.50	\$790.25	\$935.25
30"	\$465.00	\$705.00	\$817.50	\$967.50
31"	\$480.50	\$728.50	\$844.75	\$999.75
32" 1/3 page ..	\$496.00	\$752.00	\$872.00	\$1032.00
33"	\$511.50	\$775.50	\$899.25	\$1064.25
34"	\$527.00	\$799.00	\$926.50	\$1096.50
35"	\$542.50	\$822.50	\$953.75	\$1128.75
36"	\$558.00	\$846.00	\$981.00	\$1161.00
37"	\$573.50	\$869.50	\$1008.25	\$1193.25
38"	\$589.00	\$893.00	\$1035.50	\$1225.50

Column Inch Rate	ONE ZONE Black & White Only 15.50	TWO ZONES Black & White Only 23.50	ALL ZONES Black & White 27.25	ALL ZONES With Color 32.25
39"	\$604.50.....	\$916.50.....	\$1062.75.....	\$1257.75.....
40"	\$620.00.....	\$940.00.....	\$1090.00.....	\$1290.00.....
41"	\$635.50.....	\$963.50.....	\$1117.25.....	\$1322.25.....
42"	\$651.00.....	\$987.00.....	\$1144.50.....	\$1354.50.....
43"	\$666.50.....	\$1010.50.....	\$1171.75.....	\$1386.75.....
44"	\$682.00.....	\$1034.00.....	\$1199.00.....	\$1419.00.....
45"	\$697.50.....	\$1057.50.....	\$1226.25.....	\$1451.25.....
46"	\$713.00.....	\$1081.00.....	\$1253.50.....	\$1483.50.....
47"	\$728.50.....	\$1104.50.....	\$1280.75.....	\$1515.75.....
48" 1/2 page ...	\$744.00.....	\$1128.00.....	\$1308.00.....	\$1548.00.....
49"	\$759.50.....	\$1151.50.....	\$1335.25.....	\$1580.25.....
50"	\$775.00.....	\$1175.00.....	\$1362.50.....	\$1612.50.....
51"	\$790.50.....	\$1198.50.....	\$1389.75.....	\$1644.75.....
52"	\$806.00.....	\$1222.00.....	\$1417.00.....	\$1677.00.....
53"	\$821.50.....	\$1245.50.....	\$1444.25.....	\$1709.25.....
54"	\$837.00.....	\$1269.00.....	\$1471.50.....	\$1741.50.....
55"	\$852.50.....	\$1292.50.....	\$1498.75.....	\$1773.75.....
56"	\$868.00.....	\$1316.00.....	\$1526.00.....	\$1806.00.....
57"	\$883.50.....	\$1339.50.....	\$1553.25.....	\$1838.25.....
58"	\$899.00.....	\$1363.00.....	\$1580.50.....	\$1870.50.....
59"	\$914.50.....	\$1386.50.....	\$1607.75.....	\$1902.75.....
60"	\$930.00.....	\$1410.00.....	\$1635.00.....	\$1935.00.....
61"	\$945.50.....	\$1433.50.....	\$1662.25.....	\$1967.25.....
62"	\$961.00.....	\$1457.00.....	\$1689.50.....	\$1999.50.....
63"	\$976.50.....	\$1480.50.....	\$1716.75.....	\$2031.75.....
64" 2/3 page ...	\$992.00.....	\$1504.00.....	\$1744.00.....	\$2064.00.....
65"	\$1007.50.....	\$1527.50.....	\$1771.25.....	\$2096.25.....
66"	\$1023.00.....	\$1551.00.....	\$1798.50.....	\$2128.50.....
67"	\$1038.50.....	\$1574.50.....	\$1825.75.....	\$2160.75.....
68"	\$1054.00.....	\$1598.00.....	\$1853.00.....	\$2193.00.....
69"	\$1069.50.....	\$1621.50.....	\$1880.25.....	\$2225.25.....
70"	\$1085.00.....	\$1645.00.....	\$1907.50.....	\$2257.50.....
71"	\$1100.50.....	\$1668.50.....	\$1934.75.....	\$2289.75.....
72"	\$1116.00.....	\$1692.00.....	\$1962.00.....	\$2322.00.....
73"	\$1131.50.....	\$1715.50.....	\$1989.25.....	\$2354.25.....
74"	\$1147.00.....	\$1739.00.....	\$2016.50.....	\$2386.50.....
75"	\$1162.50.....	\$1762.50.....	\$2043.75.....	\$2418.75.....
76"	\$1178.00.....	\$1786.00.....	\$2071.00.....	\$2451.00.....
77"	\$1193.50.....	\$1809.50.....	\$2098.25.....	\$2483.25.....
78"	\$1209.00.....	\$1833.00.....	\$2125.50.....	\$2515.50.....
79"	\$1224.50.....	\$1856.50.....	\$2152.75.....	\$2547.75.....
80"	\$1240.00.....	\$1880.00.....	\$2180.00.....	\$2580.00.....
81"	\$1255.50.....	\$1903.50.....	\$2207.25.....	\$2612.25.....
82"	\$1271.00.....	\$1927.00.....	\$2234.50.....	\$2644.50.....
83"	\$1286.50.....	\$1950.50.....	\$2261.75.....	\$2676.75.....
84"	\$1302.00.....	\$1974.00.....	\$2289.00.....	\$2709.00.....
96" full page ..	\$1488.00.....	\$2256.00.....	\$2616.00.....	\$3096.00.....

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