

# Penny Power

## ***EMPLOYMENT SECTION***

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

### ADVERTISING RATES

Effective Date January 4th, 2023

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

#### DISPLAY RATES

INCHES	B&W	COLOR
4"	\$114.00	\$138.00
5"	\$142.50	\$172.50
6"	\$171.00	\$207.00
7"	\$199.50	\$241.50
8"	\$228.00	\$276.00
9"	\$256.50	\$310.50
10"	\$285.00	\$345.00
11"	\$313.50	\$379.50
12"	\$342.00	\$414.00
13"	\$370.50	\$448.50
<b>1/8 page- 14"</b>	<b>\$399.00</b>	<b>\$483.00</b>
15"	\$427.50	\$517.50
16"	\$456.00	\$552.00
17"	\$484.50	\$586.50
18"	\$513.00	\$621.00
19"	\$541.50	\$655.50
20"	\$570.00	\$690.00
21"	\$598.50	\$724.50
22"	\$627.00	\$759.00
23"	\$655.50	\$793.50
24"	\$684.00	\$828.00
25"	\$712.50	\$862.50
26"	\$741.50	\$897.00
27"	\$769.00	\$931.50
<b>1/4 page- 28"</b>	<b>\$798.50</b>	<b>\$966.00</b>
29"	\$826.00	\$1000.50
30"	\$855.50	\$1035.00
31"	\$883.00	\$1069.50
32"	\$912.50	\$1104.00
33"	\$940.00	\$1138.50
34"	\$969.50	\$1173.00
35"	\$997.00	\$1207.50
36"	\$1026.50	\$1242.00
37"	\$1054.00	\$1276.50
38"	\$1083.50	\$1311.00
39"	\$1111.00	\$1345.50
40"	\$1140.50	\$1380.00

#### DISPLAY RATES

INCHES	B&W	COLOR
41"	\$1168.50	\$1414.50
42"	\$1197.00	\$1449.00
43"	\$1225.50	\$1483.50
44"	\$1254.00	\$1518.00
45"	\$1282.50	\$1552.50
46"	\$1311.00	\$1587.00
47"	\$1339.50	\$1621.50
48"	\$1368.00	\$1656.00
49"	\$1396.50	\$1690.50
50"	\$1425.00	\$1725.00
51"	\$1453.50	\$1759.50
52"	\$1482.00	\$1794.00
53"	\$1510.50	\$1828.50
54"	\$1539.00	\$1863.00
55"	\$1567.50	\$1897.50
<b>56"</b>	<b>\$1596.00</b>	<b>\$1932.00 - 1/2 page</b>
57"	\$1624.50	\$1966.50
58"	\$1653.00	\$2001.00
59"	\$1681.50	\$2035.50
60"	\$1710.00	\$2070.00
61"	\$1738.50	\$2104.50
62"	\$1767.00	\$2139.00
63"	\$1795.50	\$2173.50
64"	\$1824.00	\$2208.00
65"	\$1852.50	\$2242.50
66"	\$1881.00	\$2277.00
67"	\$1909.50	\$2311.50
68"	\$1938.00	\$2346.00
69"	\$1966.50	\$2380.50
70"	\$1995.00	\$2415.00
71"	\$2023.50	\$2449.50
72"	\$2052.00	\$2484.00
73"	\$2080.50	\$2518.50
74"	\$2109.00	\$2553.00
75"	\$2137.50	\$2587.50
76"	\$2166.00	\$2622.00
77"	\$2194.50	\$2656.50

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INCHES	B&W	COLOR
78"	\$2223.00	\$2691.00
79"	\$2251.50	\$2725.50
80"	\$2280.00	\$2760.00
81"	\$2308.50	\$2794.50
82"	\$2337.00	\$2829.00
83"	\$2365.50	\$2863.50
3/4 page - 84"	<b>\$2394.00</b>	<b>\$2898.00</b>
85"	\$2422.50	\$2932.50
86"	\$2451.00	\$2967.00
87"	\$2479.50	\$3001.50
88"	\$2508.00	\$3036.00
89"	\$2536.50	\$3070.50
90"	\$2565.00	\$3105.00
91"	\$2593.50	\$3139.50
92"	\$2622.00	\$3174.00
93"	\$2650.50	\$3208.50
94"	\$2679.00	\$3243.00
95"	\$2707.50	\$3277.50
96"	\$2736.00	\$3312.00
97"	\$2764.50	\$3346.50
98"	\$2793.00	\$3381.00
99"	\$2821.50	\$3415.50
100"	\$2850.00	\$3450.00
101"	\$2878.50	\$3484.50
102"	\$2907.00	\$3519.00
103"	\$2935.50	\$3553.50
104"	\$2964.00	\$3588.00
105"	\$2992.50	\$3622.50
106"	\$3021.00	\$3657.00
107"	\$3049.50	\$3691.50
108"	\$3078.00	\$3726.00
109"	\$3106.50	\$3760.50
110"	\$3135.00	\$3795.00
111"	\$3163.50	\$3829.50
full page - 112"	<b>\$3192.00</b>	<b>\$3864.00</b>

#### 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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P.O. Box 250  
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**Fax: 610-282-1932**

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