

# PENNY POWER



## ADVERTISING RATES

Effective Date January 4th, 2023

### 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<br>Inch Rate    | <b>ONE ZONE</b><br>Black & White Only<br>16.25 | <b>TWO ZONES</b><br>Black & White Only<br>24.50 | <b>ALL ZONES</b><br>Black & White<br>28.50 | <b>ALL ZONES</b><br>With Color<br>34.50 |
|------------------------|--|---|--|---|
| <b>4"</b> .....        | \$65.00  | \$98.00   | \$114.00                                   | \$138.00                                |
| <b>5"</b> .....        | \$81.25  | \$122.50  | \$142.50                                   | \$172.50                                |
| <b>6"</b> .....        | \$97.50  | \$147.00  | \$171.00                                   | \$207.00                                |
| <b>7"</b> .....        | \$113.75                                       | \$171.50  | \$199.50                                   | \$241.50                                |
| <b>8"</b> .....        | \$130.00                                       | \$196.00  | \$228.00                                   | \$276.00                                |
| <b>9"</b> .....        | \$146.25                                       | \$220.50  | \$256.50                                   | \$310.50                                |
| <b>10"</b> .....       | \$162.50                                       | \$245.00  | \$285.00                                   | \$345.00                                |
| <b>11"</b> .....       | \$178.75                                       | \$269.50  | \$313.50                                   | \$379.50                                |
| <b>12"</b> 1/8 page .. | \$195.00                                       | \$294.00  | \$342.00                                   | \$414.00                                |
| <b>13"</b> .....       | \$211.25                                       | \$318.50  | \$370.50                                   | \$448.50                                |
| <b>14"</b> .....       | \$227.50                                       | \$343.00  | \$399.00                                   | \$483.00                                |
| <b>15"</b> .....       | \$243.75                                       | \$367.50  | \$427.50                                   | \$517.50                                |
| <b>16"</b> .....       | \$260.00                                       | \$392.00  | \$456.00                                   | \$552.00                                |
| <b>17"</b> .....       | \$276.25                                       | \$416.50  | \$484.50                                   | \$586.50                                |
| <b>18"</b> .....       | \$292.50                                       | \$441.00  | \$513.00                                   | \$621.00                                |
| <b>19"</b> .....       | \$308.75                                       | \$465.50  | \$541.50                                   | \$655.50                                |
| <b>20"</b> .....       | \$325.00                                       | \$490.00  | \$570.00                                   | \$690.00                                |
| <b>21"</b> .....       | \$341.25                                       | \$514.50  | \$598.50                                   | \$724.50                                |
| <b>22"</b> .....       | \$357.50                                       | \$539.00  | \$627.00                                   | \$759.00                                |
| <b>23"</b> .....       | \$373.75                                       | \$563.50  | \$655.50                                   | \$793.50                                |
| <b>24"</b> 1/4 page .. | \$390.00                                       | \$588.00  | \$684.00                                   | \$828.00                                |
| <b>25"</b> .....       | \$406.25                                       | \$612.50  | \$712.50                                   | \$862.50                                |
| <b>26"</b> .....       | \$422.50                                       | \$637.00  | \$741.00                                   | \$897.00                                |
| <b>27"</b> .....       | \$438.75                                       | \$661.50  | \$769.50                                   | \$931.50                                |
| <b>28"</b> .....       | \$455.00                                       | \$686.00  | \$798.00                                   | \$966.00                                |
| <b>29"</b> .....       | \$471.25                                       | \$710.50  | \$826.50                                   | \$1000.50                               |
| <b>30"</b> .....       | \$487.50                                       | \$735.00  | \$855.00                                   | \$1035.00                               |
| <b>31"</b> .....       | \$503.75                                       | \$759.50  | \$883.50                                   | \$1069.50                               |
| <b>32"</b> 1/3 page .. | \$520.00                                       | \$784.00  | \$912.00                                   | \$1104.00                               |
| <b>33"</b> .....       | \$536.25                                       | \$808.50  | \$940.50                                   | \$1138.50                               |
| <b>34"</b> .....       | \$552.50                                       | \$833.00  | \$969.00                                   | \$1173.00                               |
| <b>35"</b> .....       | \$568.75                                       | \$857.50  | \$997.50                                   | \$1207.50                               |
| <b>36"</b> .....       | \$585.00                                       | \$882.00  | \$1026.00                                  | \$1242.00                               |
| <b>37"</b> .....       | \$601.25                                       | \$906.50  | \$1054.50                                  | \$1276.50                               |
| <b>38"</b> .....       | \$617.50                                       | \$931.00  | \$1083.00                                  | \$1311.00                               |

| Column<br>Inch Rate     | <b>ONE ZONE</b><br>Black & White Only<br>16.25 | <b>TWO ZONES</b><br>Black & White Only<br>24.50 | <b>ALL ZONES</b><br>Black & White<br>28.50 | <b>ALL ZONES</b><br>With Color<br>34.50 |
|-------------------------|--|---|--|---|
| <b>39"</b> .....        | \$633.75.....                                  | \$955.50.....                                   | \$1111.50.....                             | \$1345.50.....                          |
| <b>40"</b> .....        | \$650.00.....                                  | \$980.00.....                                   | \$1140.00.....                             | \$1380.00.....                          |
| <b>41"</b> .....        | \$666.25.....                                  | \$1004.50.....                                  | \$1168.50.....                             | \$1414.50.....                          |
| <b>42"</b> .....        | \$682.50.....                                  | \$1029.00.....                                  | \$1197.00.....                             | \$1449.00.....                          |
| <b>43"</b> .....        | \$698.75.....                                  | \$1053.50.....                                  | \$1225.50.....                             | \$1483.50.....                          |
| <b>44"</b> .....        | \$715.00.....                                  | \$1078.00.....                                  | \$1254.00.....                             | \$1518.00.....                          |
| <b>45"</b> .....        | \$731.25.....                                  | \$1102.50.....                                  | \$1282.50.....                             | \$1552.50.....                          |
| <b>46"</b> .....        | \$747.50.....                                  | \$1127.00.....                                  | \$1311.00.....                             | \$1587.00.....                          |
| <b>47"</b> .....        | \$763.75.....                                  | \$1151.50.....                                  | \$1339.50.....                             | \$1621.50.....                          |
| <b>48"</b> 1/2 page ..  | \$780.00.....                                  | \$1176.00.....                                  | \$1368.00.....                             | \$1656.00.....                          |
| <b>49"</b> .....        | \$796.25.....                                  | \$1200.50.....                                  | \$1396.50.....                             | \$1690.50.....                          |
| <b>50"</b> .....        | \$812.50.....                                  | \$1225.00.....                                  | \$1425.00.....                             | \$1725.00.....                          |
| <b>51"</b> .....        | \$828.75.....                                  | \$1249.50.....                                  | \$1453.50.....                             | \$1759.50.....                          |
| <b>52"</b> .....        | \$845.00.....                                  | \$1274.00.....                                  | \$1482.00.....                             | \$1794.00.....                          |
| <b>53"</b> .....        | \$861.25.....                                  | \$1298.50.....                                  | \$1510.50.....                             | \$1828.50.....                          |
| <b>54"</b> .....        | \$877.50.....                                  | \$1323.00.....                                  | \$1539.00.....                             | \$1863.00.....                          |
| <b>55"</b> .....        | \$893.75.....                                  | \$1347.50.....                                  | \$1567.50.....                             | \$1897.50.....                          |
| <b>56"</b> .....        | \$910.00.....                                  | \$1372.00.....                                  | \$1596.00.....                             | \$1932.00.....                          |
| <b>57"</b> .....        | \$926.25.....                                  | \$1396.50.....                                  | \$1624.50.....                             | \$1966.50.....                          |
| <b>58"</b> .....        | \$942.50.....                                  | \$1421.00.....                                  | \$1653.00.....                             | \$2001.00.....                          |
| <b>59"</b> .....        | \$958.75.....                                  | \$1445.50.....                                  | \$1681.50.....                             | \$2035.50.....                          |
| <b>60"</b> .....        | \$975.00.....                                  | \$1470.00.....                                  | \$1710.00.....                             | \$2070.00.....                          |
| <b>61"</b> .....        | \$991.25.....                                  | \$1494.50.....                                  | \$1738.50.....                             | \$2104.50.....                          |
| <b>62"</b> .....        | \$1007.50.....                                 | \$1519.00.....                                  | \$1767.00.....                             | \$2139.00.....                          |
| <b>63"</b> .....        | \$1023.75.....                                 | \$1543.50.....                                  | \$1795.50.....                             | \$2173.50.....                          |
| <b>64"</b> 2/3 page ..  | \$1040.00.....                                 | \$1568.00.....                                  | \$1824.00.....                             | \$2208.00.....                          |
| <b>65"</b> .....        | \$1056.25.....                                 | \$1592.50.....                                  | \$1852.50.....                             | \$2242.50.....                          |
| <b>66"</b> .....        | \$1072.50.....                                 | \$1617.00.....                                  | \$1881.00.....                             | \$2277.00.....                          |
| <b>67"</b> .....        | \$1088.75.....                                 | \$1641.50.....                                  | \$1909.50.....                             | \$2311.50.....                          |
| <b>68"</b> .....        | \$1105.00.....                                 | \$1666.00.....                                  | \$1938.00.....                             | \$2346.00.....                          |
| <b>69"</b> .....        | \$1121.25.....                                 | \$1690.50.....                                  | \$1966.50.....                             | \$2380.50.....                          |
| <b>70"</b> .....        | \$1137.50.....                                 | \$1715.00.....                                  | \$1995.00.....                             | \$2415.00.....                          |
| <b>71"</b> .....        | \$1153.75.....                                 | \$1739.50.....                                  | \$2023.50.....                             | \$2449.50.....                          |
| <b>72"</b> .....        | \$1170.00.....                                 | \$1764.00.....                                  | \$2052.00.....                             | \$2484.00.....                          |
| <b>73"</b> .....        | \$1186.25.....                                 | \$1788.50.....                                  | \$2080.50.....                             | \$2518.50.....                          |
| <b>74"</b> .....        | \$1202.50.....                                 | \$1813.00.....                                  | \$2109.00.....                             | \$2553.00.....                          |
| <b>75"</b> .....        | \$1218.75.....                                 | \$1837.50.....                                  | \$2137.50.....                             | \$2587.50.....                          |
| <b>76"</b> .....        | \$1235.00.....                                 | \$1862.00.....                                  | \$2166.00.....                             | \$2622.00.....                          |
| <b>77"</b> .....        | \$1251.25.....                                 | \$1886.50.....                                  | \$2194.50.....                             | \$2656.50.....                          |
| <b>78"</b> .....        | \$1267.50.....                                 | \$1911.00.....                                  | \$2223.00.....                             | \$2691.00.....                          |
| <b>79"</b> .....        | \$1283.75.....                                 | \$1935.50.....                                  | \$2251.50.....                             | \$2725.50.....                          |
| <b>80"</b> .....        | \$1240.00.....                                 | \$1960.00.....                                  | \$2280.00.....                             | \$2760.00.....                          |
| <b>81"</b> .....        | \$1255.25.....                                 | \$1984.50.....                                  | \$2308.50.....                             | \$2794.50.....                          |
| <b>82"</b> .....        | \$1271.50.....                                 | \$2009.00.....                                  | \$2337.00.....                             | \$2829.00.....                          |
| <b>83"</b> .....        | \$1286.75.....                                 | \$2033.50.....                                  | \$2365.50.....                             | \$2863.50.....                          |
| <b>84"</b> .....        | \$1302.00.....                                 | \$2058.00.....                                  | \$2394.00.....                             | \$2898.00.....                          |
| <b>96"</b> full page .. | \$1560.00.....                                 | \$2352.00.....                                  | \$2736.00.....                             | \$3312.00.....                          |

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