

PENNY POWER



Effective Date:
October 4th, 2023

ADVERTISING RATES

To Determine Column Inches:

Multiply the number of columns across by the number of inches in height.

For Example:

- 2 columns across by 3" high = 6" ad
- 4 columns across by 1.5" high = 6" ad
- 1 column by 6" high = 6" ad
- 3 columns across by 2" high = 6" ad
- 6 columns across by 1" high = 6" ad

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

DISPLAY RATES

INCHES	B&W	COLOR
4"	117.00	141.00
5"	146.25	176.25
6"	175.50	211.50
7"	204.75	246.75
8"	234.00	282.00
9"	263.25	317.25
10"	292.50	352.50
11"	321.75	387.75
12"	351.00	423.00
13"	380.25	458.25
14"	409.50	493.50
15"	438.75	528.75
16"	468.00	564.00
17"	497.25	599.25
18"	526.50	634.50
19"	555.75	669.75
20"	585.00	705.00
21"	614.25	740.25
22"	643.50	775.50
23"	672.75	810.75
24"	702.00	846.00
25"	731.25	881.25
26"	760.50	916.50
27"	789.75	951.75
28"	819.00	987.00
29"	848.25	1022.25
30"	877.50	1057.50
31"	906.75	1092.75
32"	936.00	1128.00
33"	965.25	1163.25
34"	994.50	1198.50
35"	1023.75	1233.75
36"	1053.00	1269.00
37"	1082.25	1304.25
38"	1111.50	1339.50
39"	1140.75	1374.75
40"	1170.00	1410.00

DISPLAY RATES

INCHES	B&W	COLOR
41"	1199.25	1445.25
42"	1228.50	1480.50
43"	1257.75	1515.75
44"	1287.00	1551.00
45"	1316.25	1586.25
46"	1345.50	1621.50
47"	1374.75	1656.75
48"	1404.00	1692.00
49"	1433.25	1727.25
50"	1462.50	1762.50
51"	1491.75	1797.75
52"	1521.00	1833.00
53"	1550.25	1868.25
54"	1579.50	1903.50
55"	1608.75	1938.75
56"	1638.00	1974.00
57"	1667.25	2009.25
58"	1696.50	2044.50
59"	1725.75	2079.75
60"	1755.00	2115.00
61"	1784.25	2150.25
62"	1813.50	2185.50
63"	1842.75	2220.75
64"	1872.00	2256.00
65"	1901.25	2291.25
66"	1930.50	2326.50
67"	1959.75	2361.75
68"	1989.00	2397.00
69"	2018.25	2432.25
70"	2047.50	2467.50
71"	2076.75	2502.75
72"	2106.00	2538.00
73"	2135.25	2573.25
74"	2164.50	2608.50
75"	2193.75	2643.75
76"	2223.00	2679.00
77"	2252.25	2714.25

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INCHES	B&W	COLOR
78"	2281.50	2749.50
79"	2310.75	2784.75
80"	2340.00	2820.00
81"	2369.25	2855.25
82"	2398.50	2890.50
83"	2427.75	2925.75
84"	2457.00	2961.00
85"	2486.25	2996.25
86"	2515.50	3031.50
87"	2544.75	3066.75
88"	2574.00	3102.00
89"	2603.25	3137.25
90"	2632.50	3172.50
91"	2661.75	3207.75
92"	2691.00	3243.00
93"	2720.25	3278.25
94"	2749.50	3313.50
95"	2778.75	3348.75
Full Page 96"	2808.00	3384.00
97"	2837.25	3419.25
98"	2866.50	3454.50
99"	2895.75	3489.75
100"	2925.00	3525.00
101"	2954.25	3560.25
102"	2983.50	3595.50
103"	3012.75	3630.75
Employment Section Only 104"	3042.00	3666.00
105"	3071.25	3701.25
106"	3100.50	3736.50
107"	3129.75	3771.75
108"	3159.00	3807.00
109"	3188.25	3842.25
110"	3217.50	3877.50
111"	3246.75	3912.75
112"	3276.00	3948.00

DISPLAY SPECS

Column Widths:

- 1 column = 1.5833" • 4 columns = 6.8333"
- 2 columns = 3.3333" • 5 columns = 8.5833"
- 3 columns = 5.0833" • 6 columns = 10.3333"

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- 1/8 Page ... 12" ... 1x12 ... 2x6 ... 3x4 ... 4x3 .. 6x2**
 - 1/4 Page ... 24" ... 2x12 ... 3x8 ... 4x6 ... 6x4**
 - 1/2 Page ... 48" ... 3x16 ... 4x12 .. 6x8 ...**
 - 3/4 Page ... 72" ... 6x12**
 - Full Pg. ... 96" ... 6x16**

EMPLOYMENT SPECS

Column Widths:

- 1 column = 1.3333" • 5 columns = 7.3333"
- 2 columns = 2.8333" • 6 columns = 8.8333"
- 3 columns = 4.3333" • 7 columns = 10.3333"
- 4 columns = 5.8333"

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- 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 Pg. 112" ... 7x16**

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

**Penny Power, LTD.
P.O. Box 250
Coopersburg, PA 18036**

Fax: 610-282-1932

sales@pennypowerads.com