

# PENNY POWER POPULAR AD SIZES

Effective 8-1-24

## 2 columns (3<sup>5</sup>/<sub>16</sub>" ) x 2" = 4" Ad

No Color ..... ~~\$117.00~~ **\$90**  
Full Color ..... ~~\$141.00~~ **\$114**

## 2 columns (3<sup>5</sup>/<sub>16</sub>" ) x 2.5" = 5" Ad

No Color ..... ~~\$146.25~~ **\$125**  
Full Color ..... ~~\$176.25~~ **\$155**

## 2 columns (3<sup>5</sup>/<sub>16</sub>" ) x 3.5" = 7" Ad

No Color ..... ~~\$199.50~~ **\$165**  
Full Color ..... ~~\$241.50~~ **\$207**

## 2 columns (3<sup>5</sup>/<sub>16</sub>" ) x 3" = 6" Ad

No Color ..... ~~\$175.50~~ **\$150**  
Full Color ..... ~~\$211.50~~ **\$186**

## 2 columns (3<sup>5</sup>/<sub>16</sub>" ) x 4" = 8" Ad

No Color ..... ~~\$234.00~~ **\$180**  
Full Color ..... ~~\$282.00~~ **\$228**

## 3 columns (5<sup>1</sup>/<sub>16</sub>" ) x 3" = 9" Ad

No Color..... ~~\$263.25~~ **\$216**  
Full Color..... ~~\$317.25~~ **\$261**

Ads increase in  
size horizontally  
by column &  
vertically in 1/2"  
increments

For More  
Information  
Call 610-282-4808  
or Visit  
[PennyPowerAds.com](http://PennyPowerAds.com)

# PENNY POWER POPULAR AD SIZES

Effective 8-1-24

## LARGE FORMAT COLOR RATES:

1/4 Page (24")	.....	\$550
1/3 Page (36")	.....	\$775
1/2 Page (48")	.....	\$995
3/4 Page (72")	.....	\$1,495
Full Page (96")	....	\$1,985

Maximum Width:  
**6 columns (10<sup>5</sup>/<sub>16</sub>"**)

Maximum Height:  
**16 inches**

### 3 columns (5<sup>1</sup>/<sub>16</sub>" ) x 4" = 12" Ad

1/8 of a page

No Color .....	<del>\$351.00</del>	<b>\$280</b>
Full Color .....	<del>\$423.00</del>	<b>\$340</b>

### 3 columns (5<sup>1</sup>/<sub>16</sub>" ) x 5" = 15" Ad

No Color .....	<del>\$438.75</del>	<b>\$350</b>
Full Color .....	<del>\$528.75</del>	<b>\$425</b>

### 4 columns (6<sup>13</sup>/<sub>16</sub>" ) x 3" = 12" Ad

1/8 of a page

No Color .....	<del>\$351.00</del>	<b>\$280</b>
Full Color .....	<del>\$423.00</del>	<b>\$340</b>

### 4 columns (6<sup>13</sup>/<sub>16</sub>" ) x 4" = 16" Ad

No Color .....	<del>\$468.00</del>	<b>\$374</b>
Full Color .....	<del>\$564.00</del>	<b>\$454</b>