

Get the Pennywise Advantage

We'll make you famous!



Prepay
by the publication date
Save 10%



E-transfers and EFT

Effective January 1, 2018
Rates may change without advance warning.

Each week 24,000+ copies are mailed, approx 1500 are picked up and 3,000 visits are made to our online editions at www.pennywiseads.com. These numbers are verified. Pennywise is zoned into 4 area editions to help you target your market! 8 of 10 households in the West Kootenay are reading us now. This is your market.

The area editions are:

- 1) Nelson / Salmo
- 2) Kootenay Lake / Nelson RR#1&3
- 3) Castlegar / Slokan Valley and
- 4) Trail / Rossland / Beaver Valley

The more areas or weeks you book, the more you save.

Ad size, content, areas chosen and timing of display ad insertions are always flexible within your program.

Mix and Match - Get in The Game!

Positions that INCLUDE COLOUR

(no discounts, subject to availability)

FRONT page

1/4 page all area editions \$225 + cost of ad
Cover Burst \$50 + any size ad inside

BACK page

Full page one area edition \$215 + cost of ad
Full page all area editions \$335 + cost of ad

CENTRE spread

2 pages - Double Truck \$320 + cost of ad
• includes extra ad space through the centre
• includes front page burst announcing your ad

Positions that don't include colour

INSIDE

1/2 - 1 page

single area\$55 + cost of ad
all areas\$140 + cost of ad

1/8 - 1/3 page

single area\$40 + cost of ad
all areas\$100 + cost of ad

COLOUR CHARGES

SIZE	ONE COLOUR	FULL COLOUR
2 Full Pages.....	\$180	\$320
1 Full or 3/4 page.....	\$90	\$170
1/2 or 1/3 page.....	\$80	\$160
1/4, 1/6, 1/8 page.....	\$70	\$130
	+ cost of ad	

Book 4 Full Colour Ads to run within a 2 month cycle and get full colour on the 4th ad FREE

Display Ad Deadline - Thursday 3 pm
Early Proof Deadline - Wednesday noon
(all copy must be in by this time)

ONE TIMERS - 1 - 6 ads over 24 weeks (6 over 6 mo) Price Per Week

	Single Area	2 Areas	3 Areas	All Areas
1/8 page.....	\$72.48	\$115.60	\$160.80	\$206.46
1/6 page.....	\$94.44	\$159.83	\$219.57	\$280.07
1/4 page.....	\$117.11	\$204.10	\$278.46	\$353.77
1/3 page.....	\$163.45	\$259.38	\$377.04	\$484.63
1/2 page.....	\$209.75	\$340.96	\$475.56	\$615.62
3/4 page.....	\$269.46	\$450.50	\$598.74	\$738.26
Full page.....	\$329.15	\$540.86	\$715.41	\$901.91

BE PRESENT - 12 ads over 24 weeks (12 over 6 mo) Price Per Week

	Single Area	2 Areas	3 Areas	All Areas
1/8 page.....	\$66.75	\$107.76	\$150.00	\$170.42
1/6 page.....	\$87.79	\$144.16	\$199.77	\$241.25
1/4 page.....	\$108.74	\$180.94	\$246.33	\$311.91
1/3 page.....	\$152.63	\$246.32	\$336.96	\$411.42
1/2 page.....	\$194.80	\$311.74	\$424.20	\$510.97
3/4 page.....	\$250.03	\$390.06	\$534.00	\$627.67
Full page.....	\$305.38	\$468.32	\$643.74	\$744.29

COMPETE - 18 ads over 24 weeks (18 over 6 mo) Price Per Week

	Single Area	2 Areas	3 Areas	All Areas
1/8 page.....	\$60.48	\$99.76	\$120.18	\$135.20
1/6 page.....	\$75.98	\$128.72	\$155.67	\$175.39
1/4 page.....	\$91.48	\$157.60	\$190.65	\$215.53
1/3 page.....	\$122.30	\$209.20	\$259.44	\$295.31
1/2 page.....	\$153.10	\$260.88	\$321.57	\$375.05
3/4 page.....	\$191.69	\$320.06	\$408.87	\$475.33
Full page.....	\$231.17	\$379.36	\$506.22	\$575.60

DOMINATE - 24 ads over 24 weeks (24 over 6 mo) Price Per Week

	Single Area	2 Areas	3 Areas	All Areas
1/8 page.....	\$53.90	\$88.60	\$95.61	\$106.01
1/6 page.....	\$62.64	\$108.04	\$126.81	\$140.71
1/4 page.....	\$71.31	\$127.34	\$158.13	\$175.46
1/3 page.....	\$97.26	\$173.08	\$197.13	\$218.87
1/2 page.....	\$126.81	\$218.80	\$236.13	\$262.27
3/4 page.....	\$149.37	\$262.24	\$314.28	\$349.04
Full page.....	\$175.41	\$305.64	\$392.43	\$435.85

+GST

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