

Don't wait for
opportunity,
create it.

If you advertise, they will come.

We are your print media solution for a successful
mutli-platform marketing campaign in the West Kootenay.

1-800-663-4619

Helping Small Businesses Succeed
for 48 years.
Pennywise works.

pennywise

Karma Halleran
Office: 250-353-2602
karma@pennywiseads.com

Larissa Scott
Office: 250-353-2602
larissa@pennywiseads.com

Tonya Lefebvre
Office: 250-353-2602
tonya@pennywiseads.com

Jeremy Taylor
Office: 250-353-2602
jeremy@pennywiseads.com

We've been bringing buyers and sellers together for 47 years.

Put our multi-international award winning team to work for you.

BASE RATE - 5 or less ads in 6 months Price Per Week +gst

	Single Area	2 Areas	3 Areas	All Areas
3.25 x 2.2" 1/8 pg.....	\$89.57	\$142.86	\$198.74	\$255.15
3.25 x 3.2" 1/6 pg.....	\$116.71	\$197.52	\$271.35	\$346.11
3.25 x 4.62" 1/4 pg.....	\$143.41	\$249.94	\$341.01	\$433.23
3.25" x 6.34" 1/3 pg.....	\$200.16	\$317.63	\$461.72	\$593.48
6.62 x 4.64" 1/2 pg.....	\$254.50	\$413.70	\$577.02	\$746.98
6.6 x 7.04" 3/4 pg.....	\$323.92	\$541.56	\$719.77	\$887.49
6.6 x 9.25" Full pg.....	\$395.68	\$650.19	\$860.02	\$1084.22

SUPER SIZE IT

10.25 x 9.7" h 2/3 single	\$573.73	\$838.74	\$1126.64	\$1442.02
9.74 x 13.36" h full single.....	\$743.87	\$1079.30	\$1470.65	\$1875.70
19.98 x 9.77" h 2/3 centre.....	\$1028.75	\$1495.43	\$1926.45	\$2775.60
19.98 x 13.06" h full centre	\$1337.39	\$1944.06	\$3517.50	\$3827.29

Four Area Editions

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

Distributed West Kootenay Wide

Early Proof Deadline: Tuesday 5pm

Display Ad Deadline -
Wednesday 3 pm

**New Tabloid Size allows
more space to share more
info with our shoppers!**

Pennywise has helped many small businesses grow successfully for three simple reasons...

#1 We're **EFFECTIVE:**

Stay in front of
local shoppers and they will
come to you.

#2 Unmatched **READERSHIP:**

28,007 local households
receive us bi-weekly.
The more people you tell,
the more you sell.

#3 Targeted **COVERAGE:**

Our four WK area
editions put you in
8 of 10 local
households each week.

Boost your exposure to increase pre-Christmas sales

Christmas Pages

Best deal for casual clients with unearned rates.

Purchase a Full Page ad at the Base Rate,
in 1, 2, 3, or 4 zones. Divide that page into 1/4s,
1/3, or 1/2 pages for consecutive runs the same as
the initial booking, leading up to Christmas.

SAVE BIG Bucks! Ask for details.

Want to test Pennywise? Ask me about our...

Triple Dog Dare You Deal*

**for NEW
Pennywise clients**

A onetime gift from us.



We accept cheques, E-transfers, EFT

Thank you for paying for your advertising upon receiving your invoice. 2% Interest charged on accounts over 30 days.

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Get the Pennywise Advantage

The local shopper, where locals shop.

8 of 10 households in the West Kootenay are reading us now.

The area editions are:

- 1) Nelson / Salmo
- 2) Kootenay Lake / Nelson RR#1&3
- 3) Castlegar / Slocan Valley and
- 4) Trail / 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!*

COMPETE 1 Ad a Month for 6 months

Price Per Week

Single Area 2 Areas 3 Areas All Areas

3.25 x 2.2" 1/8 pg.....	\$74.19	\$122.39	\$147.45	\$165.89
3.25 x 3.2" 1/6 pg.....	\$93.22	\$157.93	\$191.01	\$215.19
3.25 x 4.62" 1/4 pg.....	\$112.24	\$193.36	\$233.92	\$264.44
3.25 x 6.34" 1/3 pg.....	\$150.05	\$256.68	\$318.32	\$362.33
6.62 x 4.64" 1/2 pg.....	\$187.84	\$320.09	\$394.54	\$460.18
6.6 x 7.04" 3/4 pg.....	\$235.20	\$392.69	\$501.66	\$583.21
6.6 x 9.25" Full pg.....	\$283.63	\$465.45	\$621.12	\$706.24

SUPER SIZE IT •

10.25 x 9.7" h 2/3 single	\$411.26	\$596.39	\$816.95	\$939.49
9.74 x 13.36" h full single	\$534.64	\$775.21	\$1062.04	\$1221.34
19.98 x 9.77" h 2/3 centre	\$737.79	\$1069.80	\$1390.73	\$1807.96
19.98 x 13.06" h full centre	\$959.14	\$1390.76	\$1919.25	\$2494.96

DOMINATE Ad in Every Edition for 6 months

Price Per Week

Single Area 2 Areas 3 Areas All Areas

3.25 x 2.2" 1/8 pg.....	\$64.25	\$105.65	\$114.02	\$126.41
3.25 x 3.2" 1/6 pg.....	\$74.69	\$128.83	\$151.22	\$167.78
3.25 x 4.62" 1/4 pg.....	\$85.02	\$151.84	\$188.55	\$209.23
3.25 x 6.34" 1/3 pg.....	\$115.97	\$206.39	\$235.06	\$260.99
6.62 x 4.64" 1/2 pg.....	\$151.22	\$260.92	\$281.57	\$312.75
6.6 x 7.04" 3/4 pg.....	\$178.10	\$312.71	\$374.76	\$416.22
6.6 x 9.25" Full pg.....	\$209.16	\$364.47	\$467.96	\$519.74

SUPER SIZE IT •

10.25 x 9.7" h 2/3 Single.....	\$303.30	\$439.77	\$571.71	\$794.63
19.74 x 13.36" h full single.....	\$394.27	\$571.71	\$743.20	\$966.16
19.98 x 9.77" h 2/3 centre	\$544.10	\$788.94	\$1025.63	\$1333.32
19.98 x 13.06" h full centre	\$707.35	\$1025.65	\$1333.34	\$1733.35

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Positions COLOUR INCLUDED

(no discounts, subject to availability)

FRONT PAGE All Edition

3"x5" = 1/4 pg \$225 + cost of ad

5x7" = 1/2 pg \$400+ cost of ad

Cover Burst \$50 + any size ad inside

BACK PAGE

7"x10" = Reg pg one area \$215 + cost of ad

7"x10" = Reg pg all area \$335 + cost of ad

Super Size Single Pages + 35% + cost of ad

CENTRE Spreads - All areas

14.5 x 9.75" - \$320 + cost of ad

21w" x 9.75h" 2/3 Tab Centre \$432

21w" x 14.5h" Tab Full Centre \$585

- includes extra ad space through the centre

- includes front pg burst announcing your ad

Positions Inside

!!don't include colour!!

EX: page 3, page 5, first right...

3.25x2.2 up to 3.25x 6.6

single area..... \$60 + cost of ad

all areas \$120 + cost of ad

6.6x4.62 up to 6.6x 9.5

single area \$65 + cost of ad

all areas \$155 + cost of ad

SuperSized

single area..... \$85 + cost of ad

all areas \$240 + cost of ad

COLOUR CHARGES

SIZE COLOUR CHARGE

3 x 2 up to 3 x 5 (1/8 - 1/6)..... \$50

3 x 2 up to 3 x 5 (1/4)..... \$80

3 x 7 up to 7 x 5 (1/3-1/2)..... \$90

5 x 10 up to 7 x 10 (3/4 - Full)..... \$100

Super Sized

Singles..... \$200

Double Truck \$300



EFT and

E-transfers to

accounting@pennywiseads.com

Rates in effect from October 2022

All efforts are made to keep rates as low as possible.

Early Proof Deadline - Tuesday 5pm

Absolute Deadline - Wednesday 3 pm

1-800-663-4619

Payment upon receipt of invoice greatly appreciated.

2% Interest charged on accounts over 30 days, and each 30 days after that.

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Invest in your success.
Colour it, position it, make it the best it can be.



B&W Positions Inside

You may request to be placed in a specific area, and we will do our best, but *requests* can't always be met.

If you have booked and paid for a position, your position is guaranteed! These inside position prices are for black and white ads. You can add colour, see colour charges on previous pg. **NOTE:** colour is not available on all pages. Talk with your sales rep for details, and decide if position or colour is most important to you.

6.6" x 4.62" (1/2pg) - 6.6" x 9.5" (1pg)
single area..... \$65 + cost of ad
all areas..... \$155 + cost of ad

3.25" x 2.2" (1/8) - 3" x 6.5" = 1/3 pg
single area..... \$60 + cost of ad
all areas..... \$120 + cost of ad

Thank you for paying for your ad at time of booking.

2% Interest charged on accounts over 30 days.

Position Charges are
in addition to the cost of your ad. Some
positions include colour!

• FRONT PAGE AD

COLOUR at no extra charge

Position Charge on 3"x5" = \$225

Position Charge on 5"x7" = \$400

Cover Burst \$50 + cost of any size ad inside
+ cost of ad

• BACK PAGE AD

COLOUR at no extra charge

Position Charge on 7"x10" = \$215

Position Charge on 7"x10" = \$335

+ cost of ad

• DOUBLE TRUCK CENTRE

COLOUR at no extra charge

Position Charge on 7"x14.5" = \$320

Position Charge on 21w" x 9.75h" Centre \$432

Position Charge on 21w" x 14.5h" Centre \$585

+ cost of ad

- includes extra ad space through the centre
- includes front pg burst announcing your ad

ADDED BONUS: All paid positioned ads are
loaded on the www.pennywiseads.com website
for additional exposure.

Position is booked a year in advance. Once you are in, you are in and the position automatically rolls over to you the next year. If you don't have a position, but would like one, let your Strategist know. They'll put you on the list to approach if a position comes available... and then once you have been there, it is yours next year :)

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We've been bringing Buyers and Shoppers together for 47 years...

2023 Publishing Dates

Pennywise is published in four separate area editions which Canada Post delivers to most households in the Nelson/Salmo, Kootenay Lake/Nelson RR1&3, Castlegar/Slocan Valley and Trail/Beaver Valley areas. Delivery through the mail begins **Monday**. Due to staff holidays, Pennywise does not publish 2 weeks over Christmas.

January – 9, 16, 23, 30
February – 6, 13, 20, 27
March – 6, 13, 20, 27
April – 3, 10, 17, 24
May – 1, 8, 15, 22, 29
June – 5, 12, 19, 26
July – 3, 10, 17, 24, 31

August – 7, 14, 21, 28
September – 4, 11, 18, 25
October – 2, 9, 16, 23, 30
November – 6, 13, 20, 27
December – 4, 11, 18, 25
Closed December 15 to January 2
2024 – First issue **January 8**

PUBLICATION WEEK HOURS: (paper in the mail) Monday thru Thursday, Nov 14-17, 11am-3pm. **CLOSED FRIDAYS**

PRODUCTION WEEK HOURS: Monday thru Wednesday 10am-3pm. Thurs 9am-2pm. **CLOSED FRIDAYS**

info@pennywiseads.com display@pennywiseads.com editorial@pennywiseads.com

DEADLINES

Wed preceeding week



Early Proofs Early in the Week, so we can give them more attention

Last Chance Deadline Wednesday 3pm. Classifieds and Display

Publishing every second **Monday**. **Wednesday previous is Deadline**

We began Publishing Mondays as of November 18, 2019

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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We've Got You Covered!

**Pennywise
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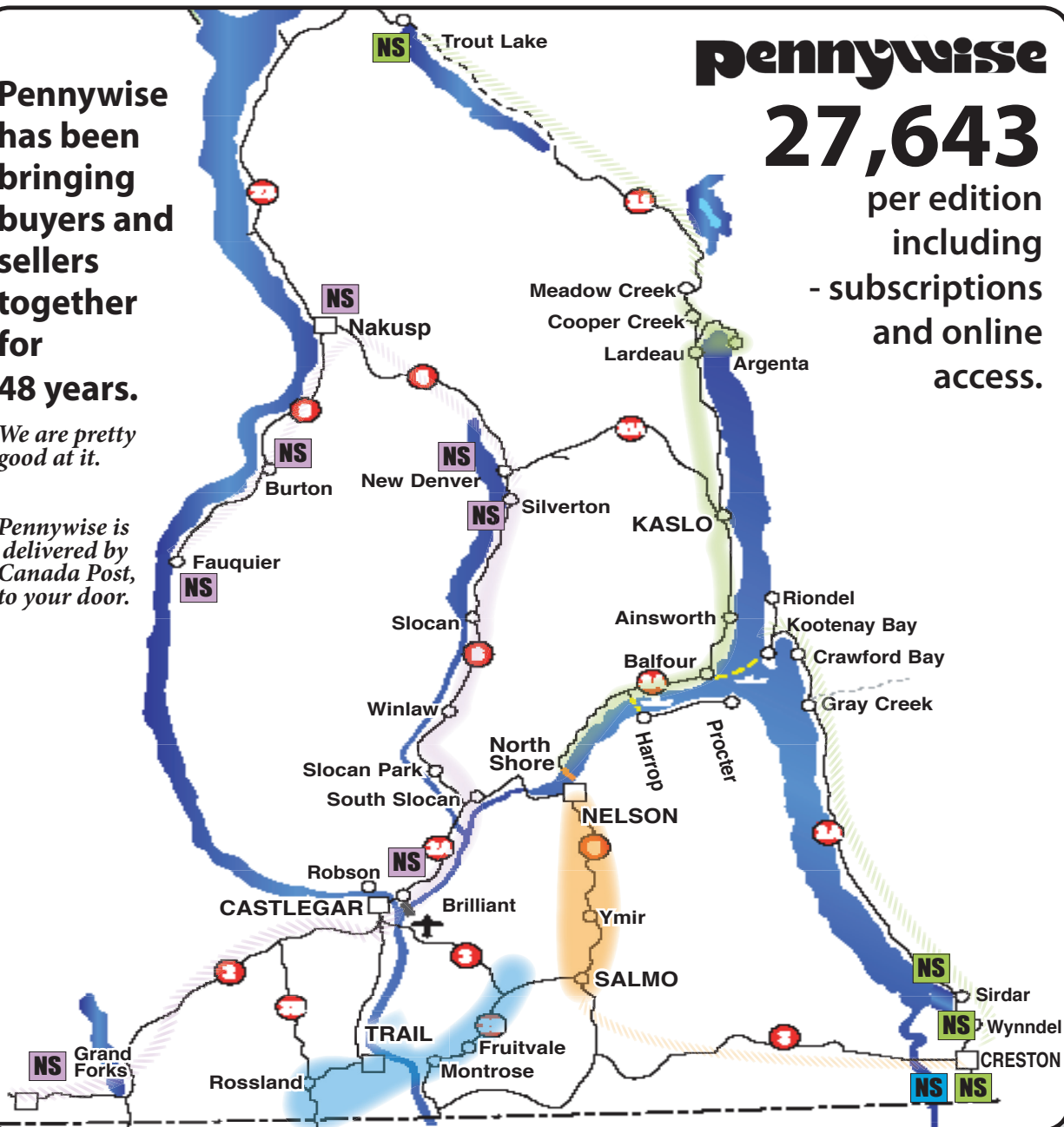
*We are pretty
good at it.*


*Pennywise is
delivered by
Canada Post,
to your door.*


pennywise

27,643

per edition
including
- subscriptions
and online
access.




 Trail and Beaver
Valley Edition

 Kootenay Lake
Edition

 Nelson, Salmo
Edition

 Castlegar, Slocan
Valley Edition

News Stands

 Trail, Rossland, Beaver Valley Edition

 Nelson, Salmo Edition

 Kootenay Lake Edition

 Castlegar, Slocan Valley Edition

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Full pgs

6.6w x 9.5"h

Regular Full

10.25"w x 9.5"h

2/3 Single

10.25"w x 6.08"h

Horizontal Full

9.74"w x 13.36"h

Full Single

5"w x 9.5"h

Vertical

6.6"w x 7.04"h

Square

3/4 pg

1/2

3.25"w x 9.5"h

Vertical

6.62w x 4.64"h

Horizontal

4.64" w x 6.62"h

Odd

2.945" H x 10.25w

Tab Strip

2"w x 9.5"

Tall

6.62" w x 2.2"h

Banner

3.25"w x 6.34"h

Vertical

1/3

1/4

3.25" w x 4.62" h

Vertical

1.5" w x 9.5" h

Tall

6.6" w x 2.2" h

Banner

6.6" w x 1.39" h

Strip

3.25" w x 3.2" h

Square

2.09" w x 4.74" h

Vertical

1/6

Horizontal

3.25" w x 2.2" h

Vertical

1.98" w x 3.45" h

6.6" w x 1.09" h

Strip

1/8

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Animals

- Pets
- Livestock

Automotive

- Cars
- Trucks
- SUVs
- Vans
- Motorcycles/ATV/Snowmobiles
- Boats/Watercraft
- RVs/Campers
- Heavy/Farm Equipment
- Parts/Services

Community

- Bulletin Board
- Events
- Free 4 Free
- Garage Sales
- Markets/Fairs
- Personals
- Thank You

Education

- Classes/Workshops

Employment

- Hiring
- Business Opportunities
- Work Wanted
- Help Wanted

Merchandise

- Antiques
- Arts & Crafts
- Building Supplies
- Computers/Electronics
- Firewood
- Furniture & Appliances
- Misc Merch
- Musical Equipment
- Sporting Goods
- Tools

Notices

- Announcements
- Found (Free)
- Legal
- Lost (Not free)
- Notices

Obituaries

- Obituaries
- In Memoriam

Real Estate

- Agents
- Residential
- Commercial
- Land

Rentals

- Residential Rentals
- Commercial Rentals
- Shared Accommodation
- Vacation

Services

- Contractors/Trades
- Gardening/Landscaping
- General Services
- Health/Personal Care

Wanted

- Looking For

pennywise#1 Shopper in the West
Kootenay since 1975**CLASSIFIED ADS****Deadline For Ads: Wednesday 3pm****4 print editions and 1 online...****Nelson/Salmo**...Covering Nelson, Taghum, Blewett, Ymir & Salmo**Kootenay Lake**...Covering Nelson North Shore, Balfour, Ainsworth, Kaslo, Lardeau Valley, and Riondel - Gray Creek.**Trail//Beaver Valley**...Covering Trail, Fruitvale & Montrose**Castlegar/Slocan Valley**...Covering City of Castlegar, Genelle, South Slocan, Crescent Valley, Thrums, Slocan Park, Winlaw & Slocan.**Internet Edition:** Covers the world! When you place your classified ad in any of our print editions, your ad is included on our website at no extra charge. OR you may LIVE LOAD it online before it runs in print - \$5 plus cost of ad and GST. www.pennywiseads.com**RATES:****Commercial** – \$5.00 for the first 12 words and 40¢ a word thereafter per area edition, per week (+ GST).**Personal** – \$3.50* for the first 12 words plus 20¢ a word thereafter per area edition, per week (+ GST). * Prepaid.**NOTE:** Personal Classifieds must be prepaid - cash in hand (our hand :) New commercial classified clients must also prepay, or leave a credit on account until credit pattern is established, after which they may move to 30 days net. 2% Interest charged on accounts over 30 days.**MANY OPTIONS TO CHOOSE FROM****COST = option price PLUS price of ad based on word count and GST****Picture Online - \$2.00/wk personal, \$3.00/wk business + ad cost & GST****Specialty Requests = \$5**

each request, each area, each week.

Examples:

- Boxed Ad + ad cost & GST
- Picture or Logo in Print (black & white or colour)
+ ad cost & GST
- Bold &/or Italic within the body + ad cost & GST
- Colour a Line of Text + ad cost & GST
- Super Size the Text + ad cost & GST
- Centre Ad Text + ad cost & GST

Have a unique request? Just ask!

**We can run your
classified ad
in the Spokane
Exchange and
the Cour D'Alene
Nickels Worth for
\$5 a week.
Ask Us!**

We accept payment by Visa or Mastercard, cash,
e-transfers, cheque or money order.**pennywise**

Julie Wilson
Office: 250-353-2602
e: info@pennywiseads.com

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