

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

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Tonya Lefebvre
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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 / Slokan 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.....	\$76.42	\$126.06	\$151.87	\$170.87
3.25 x 3.2" 1/6 pg.....	\$96.02	\$162.67	\$196.74	\$221.64
3.25 x 4.62" 1/4 pg.....	\$115.61	\$199.16	\$240.94	\$272.37
3.25 x 6.34" 1/3 pg.....	\$154.55	\$264.38	\$327.87	\$373.20
6.62 x 4.64" 1/2 pg.....	\$193.48	\$329.69	\$406.38	\$473.99
6.6 x 7.04" 3/4 pg.....	\$242.26	\$404.47	\$516.71	\$600.71
6.6 x 9.25" Full pg.....	\$292.14	\$479.41	\$639.75	\$727.42

SUPER SIZE IT •

10.25 x 9.7" h 2/3 single	\$423.60	\$614.28	\$841.46	\$967.67
9.74 x 13.36" h full single	\$550.68	\$798.47	\$1093.90	\$1257.98
19.98 x 9.77" h 2/3 centre	\$759.99	\$1101.89	\$1432.45	\$1862.20
19.98 x 13.06" h full centre	\$987.91	\$1432.48	\$1976.83	\$2569.81

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.....	\$66.18	\$108.82	\$117.44	\$130.20
3.25 x 3.2" 1/6 pg.....	\$76.93	\$132.70	\$155.76	\$172.81
3.25 x 4.62" 1/4 pg.....	\$87.57	\$156.39	\$194.21	\$215.51
3.25 x 6.34" 1/3 pg.....	\$119.45	\$212.58	\$242.11	\$268.82
6.62 x 4.64" 1/2 pg.....	\$155.76	\$268.75	\$290.02	\$322.13
6.6 x 7.04" 3/4 pg.....	\$183.44	\$322.09	\$386.00	\$428.71
6.6 x 9.25" Full pg.....	\$215.43	\$375.40	\$482.00	\$535.33

SUPER SIZE IT •

10.25 x 9.7" h 2/3 Single.....	\$312.40	\$452.96	\$588.86	\$818.47
19.74 x 13.36" h full single.....	\$406.10	\$588.86	\$765.50	\$995.14
19.98 x 9.77" h 2/3 centre	\$560.42	\$812.61	\$1056.40	\$1373.32
19.98 x 13.06" h full centre	\$728.57	\$1056.42	\$1373.34	\$1785.35

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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)..... \$52

3 x 2 up to 3 x 5 (1/4)..... \$82

3 x 7 up to 7 x 5 (1/3-1/2)..... \$92

5 x 10 up to 7 x 10 (3/4 - Full)..... \$102

Super Sized

Singles..... \$210

Double Truck \$315



EFT and

E-transfers to

accounting@pennywiseads.com

Rates in effect from January 2024

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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PENNYWISE HEAD OFFICE – BOX 430, KASLO, BC V0G 1M0

TF 1-800-663-4619

Ph: 250 353-2602

Email Us: Classifieds - info@pennywiseads.com, Production - display@pennywiseads.com, Community News - editorial@pennywiseads.com

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 48 years...

2024 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 – 1, 8, 15, 22, 29
February – 5, 12, 19, 26
March – 4, 11, 18, 25
April – 1, 8, 15, 22, 29
May – 6, 13, 20, 27
June – 3, 10, 17, 24
July – 1, 8, 15, 22, 29

August – 5, 12, 19, 26
September – 2, 9, 16, 23, 30
October – 7, 14, 21, 28
November – 4, 11, 18, 25
December – 2, 9, 16, 20, 30
Closed December 20 to January 6
2025 – First issue **January 13**

PUBLICATION WEEK HOURS: (paper in the mail) Monday thru Thursday, 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 preceding 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 **D**eadline**

We began Publishing Mondays as of November 18, 2019

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
S M T W T F S 7 1 2 3 4 5 6 14 8 9 10 11 12 13 21 15 16 17 18 19 20 28 22 23 24 25 26 27 29 30 31	S M T W T F S 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	S M T W T F S 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 7 1 2 3 4 5 6 14 8 9 10 11 12 13 21 15 16 17 18 19 20 28 19 20 21 22 23 24 29 25 26 27 28 29 30	S M T W T F S 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 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
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We've Got You Covered!

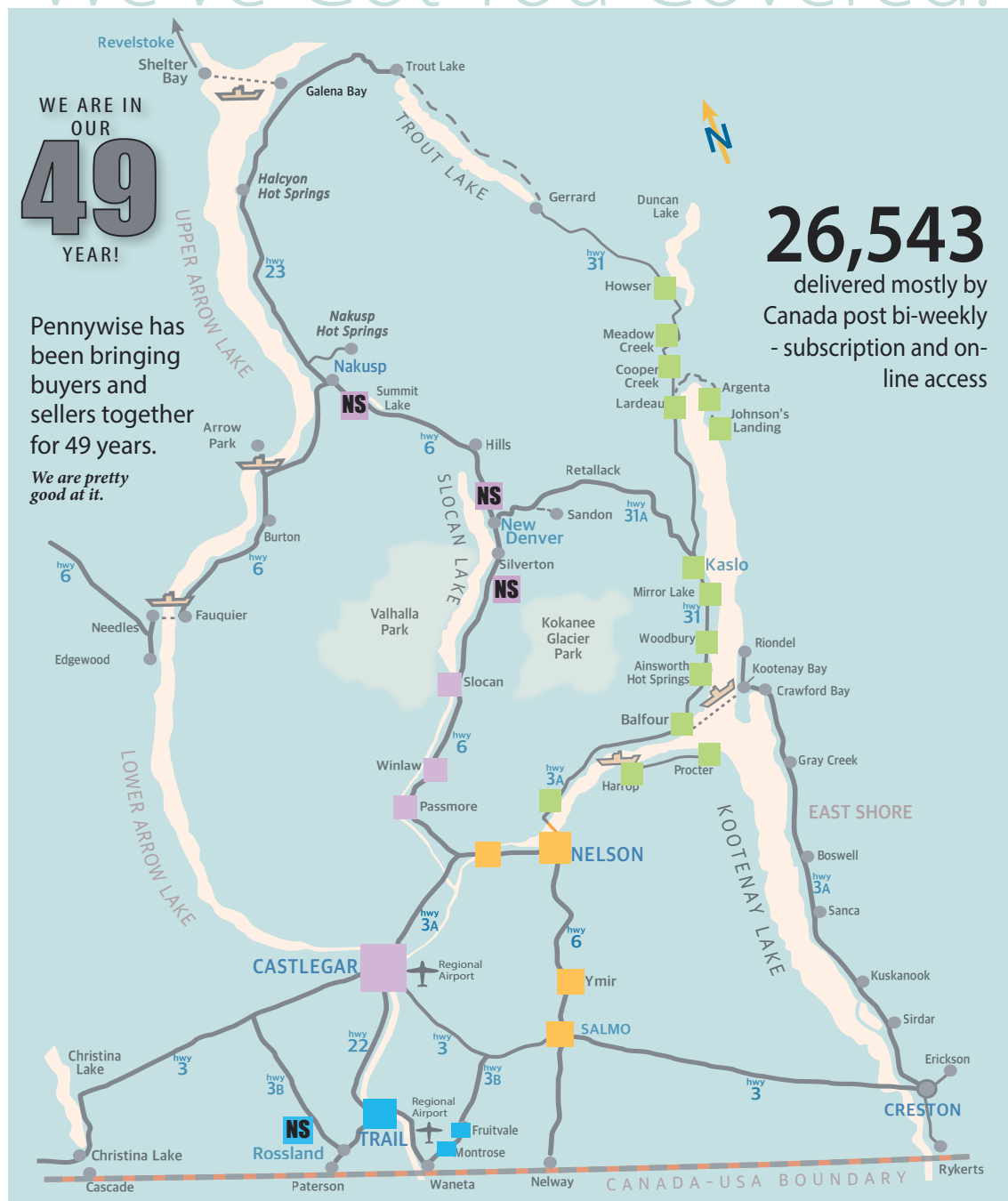
WE ARE IN
OUR
49
YEAR!

Pennywise has
been bringing
buyers and
sellers together
for 49 years.

*We are pretty
good at it.*

26,543

delivered mostly by
Canada post bi-weekly
- subscription and on-
line access



Trail and Beaver Valley Edition

Kootenay Lake Edition

Nelson, Salmo Edition

Castlegar, Slokan Valley Edition

Trail, Rossland, Beaver Valley Edition

Nelson, Salmo Edition

Kootenay Lake Edition

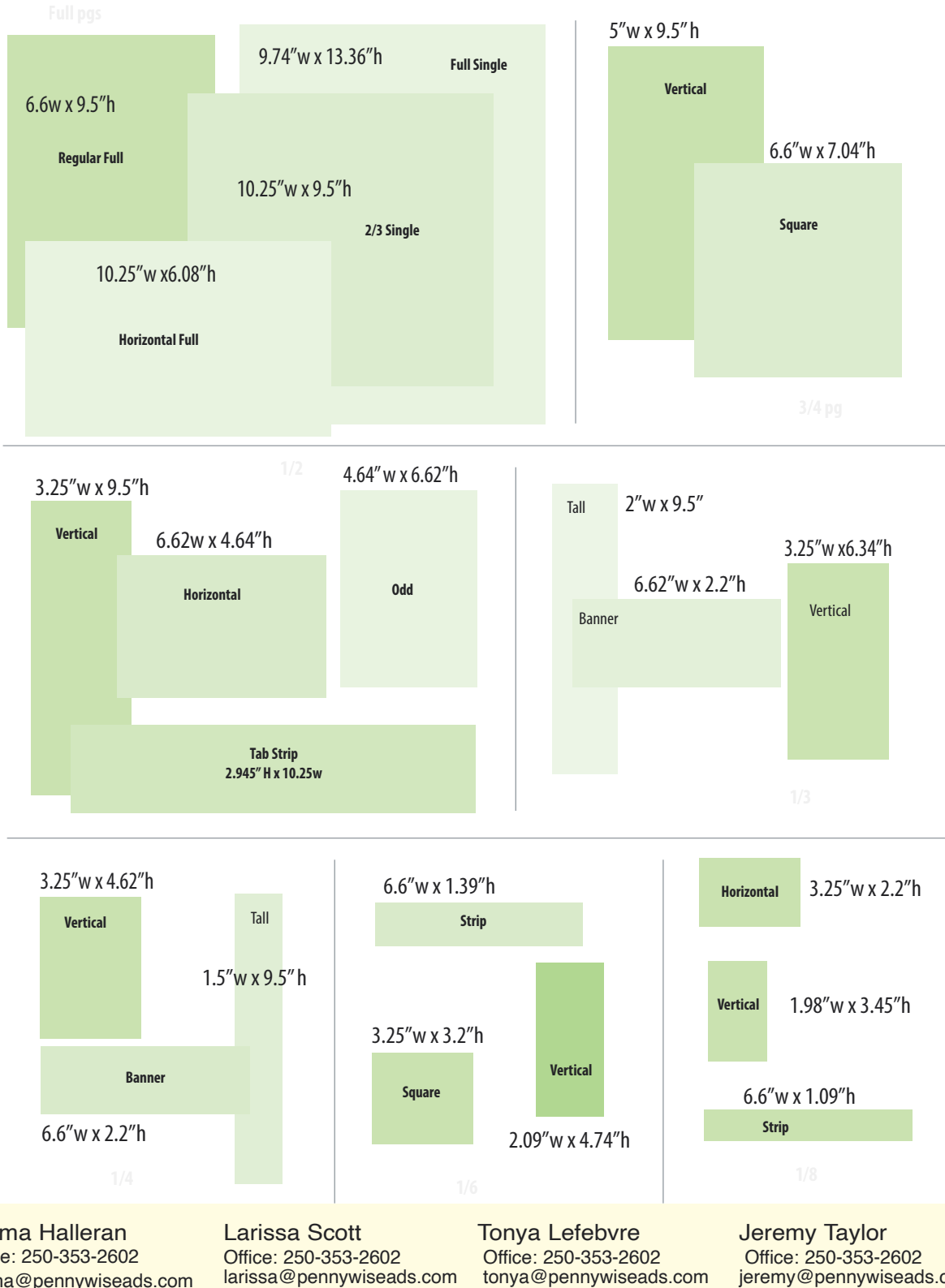
Castlegar, Slokan Valley Edition

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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****Jeremy Taylor**

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