

# The Pennywise Advantage

## Enhanced Display Ad Rate Programs

**10% OFF  
AD COST**

when paid before  
deadline



Kaslo



Each week 26,000 copies are printed, with an average of 2,400 visits to [www.pennywiseads.com](http://www.pennywiseads.com).  
Pennywise is zoned into 4 area editions to help you target your market!

The area editions are:

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

*Take advantage of savings when you book your display ad in more than one area. Display ad size, content, areas chosen and timing of display ad insertions are always flexible within your program.*

*Effective January 1, 2017*

### Regular Program - 4 ads over 16 weeks - Price Per Insertion

	Single Area	2 Areas	3 Areas	All Areas
1/8 page	\$62.92	\$104.62	\$145.62	\$165.46
1/6 page	\$82.75	\$139.96	\$193.95	\$234.22
1/4 page	\$102.49	\$175.68	\$239.16	\$302.82
1/3 page	\$143.87	\$239.16	\$327.15	\$399.43
1/2 page	\$183.62	\$302.66	\$411.84	\$496.09
3/4 page	\$235.68	\$378.70	\$518.46	\$609.39
Full page	\$287.85	\$454.68	\$624.99	\$722.61

### Frequent Program - 8 ads over 24 weeks - Price Per Insertion

	Single Area	2 Areas	3 Areas	All Areas
1/8 page	\$60.46	\$100.12	\$132.51	\$150.59
1/6 page	\$76.97	\$128.82	\$177.90	\$209.87
1/4 page	\$93.45	\$157.62	\$223.32	\$269.12
1/3 page	\$130.27	\$216.38	\$301.35	\$360.13
1/2 page	\$165.90	\$275.24	\$374.43	\$450.98
3/4 page	\$214.39	\$344.32	\$471.30	\$553.89
Full page	\$261.80	\$413.46	\$568.17	\$655.33

### Progressive Program - 12 ads over 24 weeks - Price Per Insertion

	Single Area	2 Areas	3 Areas	All Areas
1/8 page	\$58.72	\$96.86	\$116.67	\$131.26
1/6 page	\$73.76	\$124.96	\$151.14	\$170.28
1/4 page	\$88.82	\$153.02	\$185.10	\$209.25
1/3 page	\$118.74	\$203.10	\$251.88	\$286.71
1/2 page	\$148.64	\$253.28	\$312.21	\$364.13
3/4 page	\$186.10	\$310.74	\$396.96	\$461.48
Full page	\$224.43	\$368.30	\$491.49	\$558.84

### Vigorous Program - 18 ads over 24 weeks - Price Per Insertion

	Single Area	2 Areas	3 Areas	All Areas
1/8 page	\$56.83	\$93.54	\$100.95	\$111.90
1/6 page	\$67.49	\$116.42	\$134.01	\$148.65
1/4 page	\$81.34	\$139.24	\$166.98	\$185.45
1/3 page	\$104.13	\$187.40	\$208.38	\$231.21
1/2 page	\$130.27	\$233.38	\$249.66	\$277.19
3/4 page	\$157.81	\$277.16	\$332.31	\$368.99
Full page	\$187.09	\$323.06	\$414.93	\$460.82

+GST

### 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 +GST

**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)

Nelson & North Shore /  
Slocan Valley / East Shore:

**PETER WILLIAMS**

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Kaslo / East Shore  
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Trail / Beaver Valley / Rossland  
Castlegar / Salmo

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