

# Get the Pennywise Advantage



We deliver to over 28,000 local households, weekly.

**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!*



**E-transfers and EFT**



Rates Effective

May 14/19 - May 5/20



*As a customer of the Pennywise for over 11 years, we find the service and results excellent when looking after our advertising needs, from weekly Pennywise insertions to the Go & Do. We appreciate the personal, professional and reliable service given to us from the sales, production and management of the Pennywise.*

*Ferraro Foods ~ Glenn Schneider, Executive Marketing Director*

## 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	\$70.08	\$113.14	\$157.50	\$178.94
1/6 page	\$92.17	\$151.36	\$209.75	\$253.31
1/4 page	\$114.17	\$189.98	\$258.64	\$327.50
1/3 page	\$160.26	\$258.63	\$353.80	\$431.99
1/2 page	\$204.54	\$327.32	\$445.41	\$536.51
3/4 page	\$262.53	\$409.56	\$560.70	\$659.05
Full page	\$320.64	\$491.73	\$675.92	\$781.50

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

	Single Area	2 Areas	3 Areas	All Areas
1/8 page	\$63.50	\$104.74	\$126.18	\$141.96
1/6 page	\$79.77	\$135.15	\$163.45	\$184.15
1/4 page	\$96.05	\$165.48	\$200.18	\$226.30
1/3 page	\$128.41	\$219.66	\$272.41	\$310.07
1/2 page	\$160.75	\$273.92	\$337.64	\$393.80
3/4 page	\$201.27	\$336.06	\$429.31	\$499.09
Full page	\$242.72	\$398.32	\$531.53	\$604.38

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

	Single Area	2 Areas	3 Areas	All Areas
1/8 page	\$56.59	\$93.03	\$100.39	\$111.31
1/6 page	\$65.77	\$113.44	\$133.15	\$147.74
1/4 page	\$74.87	\$133.70	\$166.03	\$184.23
1/3 page	\$102.12	\$181.73	\$206.98	\$229.81
1/2 page	\$133.15	\$229.74	\$247.93	\$275.38
3/4 page	\$156.83	\$275.35	\$329.99	\$366.49
Full page	\$184.18	\$320.92	\$412.05	\$457.64

+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

**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)

Adam Prisciak

Cell/txt: 250-505-2921

Office: 1-800-663-4619

e: adam@pennywiseads.com



Rick Wiltse

Cell/txt: 250-551-1753

Office: 250-353-2602

e: rick@pennywiseads.com