



EDEN-NORTH COLLINS PENNYSAVER

Eden- North Collins Pennysaver , Inc.
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RATE CARD & CIRCULATION

About Us & General Information:

The Eden- North Collins Pennysaver, established in 1957, is currently delivered to approximately 7,000 homes and businesses throughout Eden, North Collins, Brant, Langford, Lawtons, East Eden and portions of North Boston, Evans, Irving and Gowanda.

Zones by zip code:

Zone 1: Eden, East Eden, North Boston
14057 / 14075 3,537

Zone 2: North Collins, Langford, Lawtons, Gowanda
14111 / 14091 / 14070 2,351
Brant, Irving, Evans
14027 / 14081 / 14006 1,056

Publication Date: Saturday

Deadline: 12:00pm, Wednesday prior to publication date

Pre-Print Insert Delivery Rates: \$45.00 per 1,000

Classified Advertising:

\$7.00 minimum up to 15 word

\$0.25 each additional word

Color or Bold \$2.50 - Photo or Graphic, \$7.00

Service Directory:

Small Ad:

13 weeks \$15.53/ week
26 weeks \$14.66/ week
52 weeks 12.94 /week

Large Ad:

13 weeks \$23.29 /week
26 weeks \$21.99 /week
52 weeks \$19.41 /week

Display Advertising:

Column Inches:

(Columns across multiplied by inches down equals column inches).

Display Ad Rates

Inches	Per Column Inch Rate
63	\$5.00
44 - 62.5	\$5.50
23.5 - 43.5	\$5.75
4 - 23	\$6.00

Color Pricing

Full Process Color		Spot Color	
63	\$50.00	63	\$35.00
30 - 62.5	\$25.00	30 - 62.5	\$20.00
4 - 29.5	\$15.00	4 - 29.5	\$10.00

Mechanical Specifications

Columns per page - 6. Full page 10"x 10.5"

Column Widths:

1 column 1.56"
2 column 3.25"
3 column 4.94"
4 column 6.63"
5 column 8.31"
6 column 10"

Column Depth: measured in full inch or half inches.

Full column 10.5"

Discounts Available

6 weeks 5%
13 weeks 7%
26 weeks 10%
52 weeks 15%

Images/ Graphics

Art Services available Print Ready Artwork and as a PDF file, at 300 DPI at no additional cost graphics can be accepted (100% image size)