



EDEN-NORTH COLLINS PENNYSAVER

Eden- North Collins Pennysaver , Inc.
8603 Main St., Eden, NY 14057
phone: 716-992-4625 fax: 716-992-3041
www.edenpennysaver.com
e-mail: penny@edenpennysaver.com

RATE CARD & CIRCULATION

About Us & General Information:

The Eden- North Collins Pennysaver, established in 1957, is currently delivered to approximately 5,200 homes and businesses throughout Eden and North Collins.

We deliver Every Door Direct Mail® through the United States Postal Service.

Zones by zip code:

Zone 1: Eden, 14057

Total Zone 1: 3,500

Zone 2: North Collins, 14111

Total Zone 2: 1,500

Drop offs and Subscriptions: 200

Publication Date: Saturday

Deadline: 2:00pm, Tuesday prior to publication date

Pre-Print Insert Delivery Rates: \$55.00 per 1,000
2-10 tab.

Classified Advertising:

\$9.00 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 \$16.50/ week

26 weeks \$15.50/ week

52 weeks \$14.00 /week

Large Ad:

13 weeks \$24.50 /week

26 weeks \$23.00 /week

52 weeks \$21.00 /week

Display Advertising:

Column Inches:

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

Display Ad Rates

Inches	Per Column Inch Rate
63	\$6.00
44 - 62.5	\$6.50
23.5 - 43.5	\$6.75
4 - 23	\$7.00

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)