



# EDEN-NORTH COLLINS PENNYSAVER



P.O. Box 114, 8603 South Main St., Eden, N.Y. 14057  
PHONE: 992-4625 FAX: 992-3041  
E-mail: penny@edenpennysaver.com

## Display Advertising

*Create Name Recognition, Image and Reputation - Establish Consistent, Long- Term Clientele  
Develop a Reader Following - Create Community Visibility and Reach New People*

### Local Advertising Rates:

Column Inch

### Display Ad Rates:

Inches	Per Column Inch Rate
63	\$4.75
31.5- 62	\$5.25
15.75- 31	\$5.50
3- 15.5	\$5.75

### Color Pricing:

#### Full Process Color

Full Page	\$50.00
> Half Page	\$25.00
< Half Page	\$15.00

#### Spot Color

Full Page	\$35.00
> Half Page	\$20.00
< Half Page	\$10.00

### Images/ Graphics:

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

### 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:

Full column 10.5"

Column depth is measured  
in full inch or half inches.

### Discounts Available:

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

## Classified Commercial & Private Party Advertising:

*Announcements – Garage Sales – Service & Repair – For Sale – Real Estate – Employment*

Rates: \$6.00 minimum up to 15 words, \$0.25 each additional word

Make Your Ad Stand Out: Color or Bold \$2.50 - Photo or Graphic, \$7.00



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## About Us & General Information:

The Eden- North Collins Pennysaver, established in 1957, is currently delivered to 6,500 homes and businesses throughout Eden, North Collins, Brant, Langford, Lawtons, East Eden and portions of North Boston, Angola and Gowanda.

Zones by zip code:

-Zone 1:

Eden, East Eden, North Boston, Angola  
14057, 3,330; 14075, 450; 14006, 300

-Zone 2:

North Collins, Brant, Langford,  
Lawtons, Gowanda  
14111, 1,300; 14091, 500; 14070, 620



**Publication Date:** Saturday

**Deadline:** 2:00pm, Wednesday prior to publication date

**Pre-Print Insert Delivery Rates:**

\$45.00 per 1,000