

Nov. 28, 2023

Preparing our financial plan for 2024, we have found some factors we cannot fully predict. Most notably the cost of mailing our newspapers, the cost of newsprint, and regular supplies increased by inflation. And, like most businesses, we have not seen the hoped for drop in expenses following the post-Covid inflation spike. Since the postal service has announced they may raise rates mid-year, we must take a proactive course and raise our rates anticipating those increases.

Our goal remains to produce a quality newspaper for our community, at a reasonable cost. Our first step is to scale back our Total Market Edition of the newspaper. Beginning in 2024, we will publish the Total Market Edition the third Monday of the odd numbered months (Jan., Mar., May, July, Sept.) and the Monday before Thanksgiving (in 2024 - Nov. 25). While we are reducing the number of times it is published, we will be increasing the circulation to better reach all the residential addresses in our area. With recent housing projects started and announced, we expect to reach a circulation of 25,000 within a few years.

Our special sections will continue to be published in our Total Market editions. Check with our advertising department for dates and rates for those special sections. We welcome suggestions for other special sections that could help get your advertising message out to our readers.

To hold our rate increase close to the inflation rate, we are spreading out our costs by raising and adjusting all of our rates, from advertising and classifieds to subscriptions. Full color costs will increase, spot color rates will remain at the new rates set in 2023. The single copy price of the newspaper will remain 50 cents.

Printed below are the new local display advertising rates. To help keep your advertising costs down, we will continue to offer a 10% prepay discount. Open rate advertisers can also take advantage of an additional reduction if they run the same advertisement four or more consecutive weeks. We still believe, even with this small additional cost, advertising in a paid newspaper gives you good value for your advertising dollar.

We invite all of our advertisers to contact the advertising manager to see how they can get the most for their advertising dollars, and with suggestions for promotions. If you have any questions about the new rates which are printed below, please give us a call.

Georgia Boring, President & Publisher  
Penn-Franklin Publishing Company

## Summary of Local Display Advertising Rates

Effective January 1, 2024 (prices are per column inch per week, local advertisers)

		Rate after reaching the following annual credit level:		
	Open Rate	\$1,500	\$2,700	\$4,500
Newspapers - one issue	\$8.00	7.50	6.85	6.20
Total Market Coverage Monday	\$12.50	11.75	10.75	9.75

Total Market will be published in Jan., Mar., May, July, Sept., Nov.

**Business Service Directory** (4 week minimum, Total Market Coverage when published)

Newspaper week	\$7.08
Total Market Coverage week	\$11.06

Deadline for Monday is noon Wednesday

**Full color starts at \$40. Spot color starts at \$10**

To contact the advertising department call 724-327-3471 or email [admanager@penn-franklin.com](mailto:admanager@penn-franklin.com)  
The Penn-Franklin Publishing Company does not accept credit cards or other forms of electroinic payment for advertising.