

Nov. 29, 2024

As we ran the financial data to set our rates for 2025, we saw some relief as the overall inflation rate continues to slowly decline, but we also faced multiple increases resulting in double digit increases from the postal service in 2024. Factoring in the price jumps with the high inflation rates of 2022/2023, and anticipating multiple increases in postage again next and in foreseeable years, we have been pushed to have what we recall as being our largest increase in our rates.

Our goal remains to produce a quality newspaper for our community, at a reasonable cost. Since it is most impacted by the postal increases, our first step is to scale back our Total Market Edition of the newspaper. Beginning in 2025, we will publish the Total Market Edition four times a year. In 2025 the date will be February 17, May 26, September 1 and November 24.

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 as close as possible to the inflation rate, we are adjusting our advertising rates based on the postal costs. The Total Market rate will see a larger increase over the regular newspaper weeks. The costs for full and spot color will remain at the 2024 rates.

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 year's increase, advertising in a paid newspaper gives our advertisers a good value for their 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 please give us a call.

Georgia Boring, President & Publisher
Penn-Franklin Publishing Company

Summary of Local Display Advertising Rates

Effective January 1, 2025 (prices are per column inch per week, local advertisers)

	Open Rate	Rate after reaching the following annual credit level:		
		\$1,500	\$2,700	\$4,500
Newspapers - one issue	\$8.40	7.80	7.15	6.55
Total Market Coverage Monday	\$13.50	12.55	11.50	10.50

Total Market will be published in Feb., May, Sept., & Nov.

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

Newspaper week	\$7.43
Total Market Coverage week	\$11.95

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
The Penn-Franklin Publishing Company does not accept credit cards or other forms of electroinic payment for advertising.