

Advertise More, Save More!

What are Florida Pennysaver Display Ads?

- Display ads are the larger ads within the Florida Pennysaver that feature artwork. These ads can be supplied by the customer or created by our award-winning art department at no additional charge.

How Do We Deliver Them?

- Display ads appear in the Florida Pennysaver, which is inserted into The Palm Beach Post home delivery every Thursday, and in the mail to non-subscribers every Wednesday.

What Advertising Opportunities Do Display Ads Offer?

- Modular or custom size
- Premium Positioning available: Front & Back Covers, Pages 2 & 3, Mastheads, Far-Forward and Up-Front Positions
- Black & White, Spot or Full Color ads
- 25 advertising zones: buy the zone closest to your business, or saturate the market with multi-zone buys

What About Incentives?

- Modular-sized ads receive a 15% discount
- Multi-zone and frequency discounts (at right)
- Neighborhood Buy Opportunities
- All Display Ad buys count toward your Annual Revenue Commitment

When do Display Ads Deadline?

- Full Color ads deadline Monday at 5 p.m., 10 days prior to publication
- Spot Color and Black & White ads deadline Wednesday at 5 p.m., 7 days prior to publication
- Final copy is due Friday at noon, 5 days prior to publication



Modular Sizes

Front cover or Back cover	3 col. x 9" or 6 col. x 9"
Full-page	6 col. x 10-3/4"
Half-page	3 col. x 10-3/4"
Quarter-page	3 col. x 5-1/4"
Eighth-page	3 col. x 3"

Multi-zone Incentives

1 zone	0%
2 zones	10%
3 zones	15%
7 zones	20%
12 zones	25%
25 zones	30%

Frequency Incentives

	B&W	Full Color
1 week	0%	0%
2 weeks	10%	2.5%
3 weeks	15%	5%
4 weeks	20%	10%

Neighborhood Buy

Full-, Half- and Quarter-Page sizes only.

- 9 Zones
- 15 Zones
- 25 Zones

All Display, ValueSaver, Neighborhood Shopping Guide, Insert and Online Advertising count toward your Annual Revenue Commitment Fulfillment.

Florida
PENNYSAVER

THE LARGEST LOCAL SHOPPER

25 YEARS