



GOLD PANNER

Providing
El Dorado County
with affordable,
quality advertising
since 1979

© Since 1979

247 Placerville Dr. • Placerville, CA 95667 • 530-626-5057

Ad Size (\$3.00/sq. in.)	1 Week	4 Week	*Pre-Paid 6 Months 10% Discount
Bus Card (3.25x2.19)	\$21.35	\$85.40	\$499.59
Display (3.25x3.25)	\$31.69	\$126.76	\$741.55
Index Card (5x3)	\$45.00	\$180.00	\$1053.00
Display (3.25x5)	\$48.75	\$195.00	\$1140.75
Display (5x5)	\$75.00	\$300.00	\$1755.00
Display (5x6.25)	\$93.75	\$375.00	\$2193.75
1/4 Page (5x6.75)	\$101.25	\$405.00	\$2369.25
Display (6.69x5)	\$100.35	\$401.40	\$2348.19
1/2 Page (10x6.75)	\$202.50	\$810.00	Call For Price
Full Page (10x13.5)	\$405.00	\$1620.00	Call For Price

Color Rates	
Ad Size	1 Week
Bus Card (3.25x2.19)	\$51.35
Display (3.25x3.25)	\$61.69
Index Card (5x3)	\$75.00
Display (3.25x5)	\$78.75
Display (5x5)	\$105.00
Display (5x6.25)	\$125.00
1/4 Page (5x6.75)	\$135.01
Display (6.69x5)	\$133.80
1/2 Page (10x6.75)	\$269.98
Full Page (10x13.5)	\$540.00

Cover Pages
Front Page
1/4 Page..... \$272.20
1/2 Page..... \$544.35
Full Page..... \$827.45
Front Page Window \$50.00 (Call for reservations)
Back Page
1/4 Page..... \$224.10
1/2 Page..... \$448.20
Full Page..... \$693.15

The Edge
3.25 x 3.5 Ad..... \$46.00
Published the 1 st Friday of every month
Call to reserve your space in the next publication

Service Central
Weekly..... \$11.00
4 Weeks (Pre-Paid)..... \$34.00
Deadline: Wednesday 3:30PM

Business Line Ads
\$7.00 for 1 st 20 words
\$1.00 every additional 10 words
Deadline: Wednesday 5:00PM

Color Cover Pages
Front Page
1/4 Page..... \$303.46
1/2 Page..... \$611.83
Full Page..... Not Available

Front Page Window
(Call for reservations) \$80.00
Back Page
1/4 Page..... \$257.86
1/2 Page..... \$515.68
Full Page..... \$828.15

**Inserts Available
(Call For Details)**

**Display Ad Deadline:
Tuesday 5:00PM**

*10% Discount for 26 week placement on any pre-paid display ad. Does not apply to Classified Service Directory or The Edge. Refund for early cancellations will be pro-rated. 20% discount available with 52 week pre-pay. Discount does not apply to additional color charges

530-626-5057 | Please call us if we can answer any questions, we'll be happy to assist you!
Visit us online at www.goldpanner.net