

2017-2018 Advertising Rate Sheet

ARL18
ARLINGTON
WASHINGTON

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$12,216	\$1,018
IFC (inside front cover)	\$7,308	\$609
IFP (inside front page)	\$7,308	\$609
IBC (inside back cover)	\$7,056	\$588
IBP (inside back page)	\$7,056	\$588
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$4,380	\$365
FCB* (1.75"x0.75" front cover button)	\$11,232	\$936
PEEL* (nabisco corner)	\$12,648	\$1,054
BAN* (6.75"x1" front cover banner)	\$14,052	\$1,171
MAG (2"x 4" magnet, no ads incl.)	\$12,480	\$1,040
MAG (4"x 4" magnet, no ads incl.)	\$20,808	\$1,734

*For black and white display ads, subtract 12%.
For black and yellow display ads, subtract 25%.
* Ad dimensions are subject to change.*

INFORMATIONAL LISTINGS

Ad Size	ACTION Pages	Monthly
2HS (1-inch, black)	\$336	\$28
2HSW (1-inch, black & white)	\$420	\$35
2HSC (1-inch, black & 1 colour)	\$396	\$33
2HSWC (1-inch, black & white & 1 colour)	\$480	\$40
3HS (1.5-inch, black)	\$432	\$36
3HSW (1.5-inch, black & white)	\$480	\$40
3HSA (1.5-inch, black & art)	\$492	\$41
3HSWA (1.5-inch, black & white & art)	\$552	\$46
3HSC (1.5-inch, black & 1 colour)	\$492	\$41
3HSWC (1.5-inch, black & white & 1 colour)	\$552	\$46
3HSCA (1.5-inch, black & 1 colour & art)	\$588	\$49
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$612	\$51
4HS (2-inch, black)	\$492	\$41
4HSW (2-inch, black & white)	\$588	\$49
4HSA (2-inch, black & art)	\$576	\$48
4HSWA (2-inch, black & white & art)	\$636	\$53
4HSC (2-inch, black & 1 colour)	\$576	\$48
4HSWC (2-inch, black & white & 1 colour)	\$636	\$53
4HSCA (2-inch, black & 1 colour & art)	\$672	\$56
4HSWCA (2-inch, black & white & 1 colour & art)	\$708	\$59
TEC (3/8 column, FULL COLOUR)	\$924	\$77

Spot Colors Available: Red, Green, Blue, Orange, Purple & Cyan

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$7,620	\$635
BTB (back-to-back, must have coupons)	\$6,276	\$523
FPC (full page)	\$4,860	\$405
TQPC (3/4 page)	\$4,188	\$349
DCC (2/3 page)	\$3,696	\$308
HPC (1/2 page)	\$2,976	\$248
DHCC (1/3 page)	\$2,256	\$188
TQCC (1/4 page)	\$1,872	\$156
DQCC (1/6 page horiz.)	\$1,500	\$125
QCC (1/12 page)	\$864	\$72

Restaurant Section DTC, BTB, and FPC Includes TEC Ad:

DTC (double truck)	\$1,800	\$150
BTB (back-to-back, must have coupons)	\$1,320	\$110
FPC (full page)	\$1,200	\$100

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$96
CBL (classified bold listing)		\$144
CBRL (classified bold red listing)		\$348
ABL/RABL (anchor bold / reference anchor bold listing)		\$204
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$204
WBL (white bold business listing)		\$144
SWBL (super white bold listing)		\$384
SWBLL (super white bold logo listing)		\$504
AL (alternate listing)		\$84
EL (extra line)		\$84
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$672
TBL (trade bold listing)		\$144

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,344

INTERNET

Type	ACTION Pages	Price
INT (actionyp.com package)		\$480
WDYB WHO DO YOU Basic		\$120 /yr
WDYP WHO DO YOU Prime		\$588 /yr
WDYPP WHO DO YOU Prime PLUS		\$2,388 /yr