

2017-2018 Advertising Rate Sheet

**BEL18
BELLINGHAM &
WHATCOM COUNTY
WASHINGTON**

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$26,352	\$2,196
IFC (inside front cover)	\$12,480	\$1,040
IFP (inside front page)	\$12,480	\$1,040
IBC (inside back cover)	\$11,940	\$995
IBP (inside back page)	\$11,940	\$995
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$15,060	\$1,255
FCB* (1.75"x0.75" front cover button)	\$24,240	\$2,020
PEEL* (nabisco corner)	\$27,276	\$2,273
BAN* (6.75"x1" front cover banner)	\$30,300	\$2,525
MAG (2"x 4" magnet, no ads incl.)	\$36,000	\$3,000
MAG (4"x 4" magnet, no ads incl.)	\$51,000	\$4,250

*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)	\$588	\$49
2HSW (1-inch, black & white)	\$744	\$62
2HSC (1-inch, black & 1 colour)	\$660	\$55
2HSWC (1-inch, black & white & 1 colour)	\$780	\$65
3HS (1.5-inch, black)	\$624	\$52
3HSW (1.5-inch, black & white)	\$780	\$65
3HSA (1.5-inch, black & art)	\$732	\$61
3HSWA (1.5-inch, black & white & art)	\$972	\$81
3HSC (1.5-inch, black & 1 colour)	\$756	\$63
3HSWC (1.5-inch, black & white & 1 colour)	\$1,044	\$87
3HSCA (1.5-inch, black & 1 colour & art)	\$888	\$74
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$1,080	\$90
4HS (2-inch, black)	\$888	\$74
4HSW (2-inch, black & white)	\$1,042	\$87
4HSA (2-inch, black & art)	\$1,284	\$107
4HSWA (2-inch, black & white & art)	\$1,092	\$91
4HSC (2-inch, black & 1 colour)	\$1,284	\$107
4HSWC (2-inch, black & white & 1 colour)	\$1,380	\$115
4HSCA (2-inch, black & 1 colour & art)	\$1,320	\$110
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,480	\$123
TEC (3/8 column, FULL COLOUR)	\$1,980	\$165

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$19,980	\$1,665
BTB (back-to-back, must have coupons)	\$14,280	\$1,190
FPC (full page)	\$12,960	\$1,080
TQPC (3/4 page)	\$10,644	\$887
DCC (2/3 page)	\$9,396	\$783
HPC (1/2 page)	\$7,620	\$635
DHCC (1/3 page)	\$5,220	\$435
TQCC (1/4 page)	\$4,140	\$345
DQCC (1/6 page horiz.)	\$3,060	\$255
QCC (1/12 page)	\$1,980	\$165

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)		\$240
CBL (classified bold listing)		\$360
CBRL (classified bold red listing)		\$492
ABL/RABL (anchor bold / reference anchor bold listing)		\$360
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$492
WBL (white bold business listing)		\$240
SWBL (super white bold listing)		\$420
SWBLL (super white bold logo listing)		\$540
AL (alternate listing)		\$180
EL (extra line)		\$180
WEB (website listing)		\$240

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$720
TBL (trade bold listing)		\$312

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,400

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