

## 2017-2018 Advertising Rate Sheet

**BRK18  
BROCKVILLE  
ONTARIO**

### PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
<b>OBC</b> (outside back cover)	<b>\$17,136</b>	<b>\$1,428</b>
<b>IFC</b> (inside front cover)	<b>\$8,568</b>	<b>\$714</b>
<b>IFP</b> (inside front page)	<b>\$8,568</b>	<b>\$714</b>
<b>IBC</b> (inside back cover)	<b>\$7,344</b>	<b>\$612</b>
<b>IBP</b> (inside back page)	<b>\$7,344</b>	<b>\$612</b>
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
<b>Spine</b> (size to be determined)	<b>\$6,120</b>	<b>\$510</b>
<b>FCB*</b> (1.75"x0.75" front cover button)	<b>\$15,300</b>	<b>\$1,275</b>
<b>PEEL*</b> (nabisco corner)	<b>\$16,524</b>	<b>\$1,337</b>
<b>BAN*</b> (6.75"x1" front cover banner)	<b>\$18,360</b>	<b>\$1,530</b>
<b>MAG</b> (2"x 4" magnet, no ads incl.)	<b>\$18,972</b>	<b>\$1,581</b>
<b>MAG</b> (4"x 4" magnet, no ads incl.)	<b>\$27,540</b>	<b>\$2,295</b>

*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
<b>2HS</b> (1-inch, black)	<b>\$372</b>	<b>\$31</b>
<b>2HSW</b> (1-inch, black & white)	<b>\$456</b>	<b>\$38</b>
<b>2HSC</b> (1-inch, black & 1 colour)	<b>\$444</b>	<b>\$37</b>
<b>2HSWC</b> (1-inch, black & white & 1 colour)	<b>\$492</b>	<b>\$41</b>
<b>3HS</b> (1.5-inch, black)	<b>\$468</b>	<b>\$39</b>
<b>3HSW</b> (1.5-inch, black & white)	<b>\$504</b>	<b>\$42</b>
<b>3HSA</b> (1.5-inch, black & art)	<b>\$528</b>	<b>\$44</b>
<b>3HSWA</b> (1.5-inch, black & white & art)	<b>\$576</b>	<b>\$48</b>
<b>3HSC</b> (1.5-inch, black & 1 colour)	<b>\$528</b>	<b>\$44</b>
<b>3HSWC</b> (1.5-inch, black & white & 1 colour)	<b>\$588</b>	<b>\$49</b>
<b>3HSCA</b> (1.5-inch, black & 1 colour & art)	<b>\$612</b>	<b>\$51</b>
<b>3HSWCA</b> (1.5-inch, black & white & 1 colour & art)	<b>\$672</b>	<b>\$56</b>
<b>4HS</b> (2-inch, black)	<b>\$624</b>	<b>\$52</b>
<b>4HSW</b> (2-inch, black & white)	<b>\$684</b>	<b>\$57</b>
<b>4HSA</b> (2-inch, black & art)	<b>\$732</b>	<b>\$61</b>
<b>4HSWA</b> (2-inch, black & white & art)	<b>\$792</b>	<b>\$66</b>
<b>4HSC</b> (2-inch, black & 1 colour)	<b>\$732</b>	<b>\$61</b>
<b>4HSWC</b> (2-inch, black & white & 1 colour)	<b>\$828</b>	<b>\$69</b>
<b>4HSCA</b> (2-inch, black & 1 colour & art)	<b>\$828</b>	<b>\$69</b>
<b>4HSWCA</b> (2-inch, black & white & 1 colour & art)	<b>\$888</b>	<b>\$74</b>
<b>TEC</b> (3/8 column, FULL COLOUR)	<b>\$1,164</b>	<b>\$97</b>

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

**Independently Owned & Operated**

### DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
<b>DTC</b> (double truck)	<b>\$9,240</b>	<b>\$770</b>
<b>BTB</b> (back-to-back, must have coupons)	<b>\$5,928</b>	<b>\$494</b>
<b>FPC</b> (full page)	<b>\$5,328</b>	<b>\$444</b>
<b>TQPC</b> (3/4 page)	<b>\$4,836</b>	<b>\$403</b>
<b>DCC</b> (2/3 page)	<b>\$4,344</b>	<b>\$362</b>
<b>HPC</b> (1/2 page)	<b>\$3,432</b>	<b>\$286</b>
<b>DHCC</b> (1/3 page)	<b>\$2,292</b>	<b>\$191</b>
<b>TQCC</b> (1/4 page)	<b>\$2,148</b>	<b>\$179</b>
<b>DQCC</b> (1/6 page horiz.)	<b>\$1,536</b>	<b>\$128</b>
<b>QCC</b> (1/12 page)	<b>\$924</b>	<b>\$77</b>
<b>Restaurant Section DTC, BTB, and FPC Includes TEC Ad:</b> \$0		
<b>DTC</b> (double truck)	<b>\$1,800</b>	<b>\$150</b>
<b>BTB</b> (back-to-back, must have coupons)	<b>\$1,320</b>	<b>\$110</b>
<b>FPC</b> (full page)	<b>\$1,200</b>	<b>\$100</b>

### LISTINGS

Type	ACTION Pages	Price
<b>CRL</b> (classified regular listing)		<b>\$84</b>
<b>CBL</b> (classified bold listing)		<b>\$192</b>
<b>CBRL</b> (classified bold red listing)		<b>\$372</b>
<b>ABL/RABL</b> (anchor bold / reference anchor bold listing)		<b>\$192</b>
<b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing)		<b>\$240</b>
<b>WBL</b> (white bold business listing)		<b>\$60</b>
<b>SWBL</b> (super white bold listing)		<b>\$372</b>
<b>SWBLL</b> (super white bold logo listing)		<b>\$492</b>
<b>AL</b> (alternate listing)		<b>\$72</b>
<b>EL</b> (extra line)		<b>\$72</b>
<b>WEB</b> (website listing)		<b>\$120</b>

### TRADEMARK LISTINGS

Type	ACTION Pages	Price
<b>TM</b> (trademark - listings sold separately)		<b>\$732</b>
<b>TBL</b> (trade bold listing)		<b>\$192</b>

### WHITE PAGE - REPEATING

Type	ACTION Pages	Price
<b>WRCY</b> (white page repeating corner ad) (every 9 pages)		<b>\$1,224</b>

### INTERNET

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