

2017-2018 Advertising Rate Sheet

CCR18
UPPER VANCOUVER
ISLAND
BRITISH COLUMBIA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

| Ad Size | ACTION Pages | Monthly |
|--|--------------|---------|
| OBC (outside back cover) | \$22,872 | \$1,906 |
| IFC (inside front cover) | \$14,748 | \$1,229 |
| IFP (inside front page) | \$14,748 | \$1,229 |
| IBC (inside back cover) | \$13,752 | \$1,146 |
| IBP (inside back page) | \$13,752 | \$1,146 |
| <i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i> | | |
| Spine (size to be determined) | \$12,444 | \$1,037 |
| FCB* (1.75"x0.75" front cover button) | \$21,036 | \$1,753 |
| PEEL* (nabisco corner) | \$23,676 | \$1,973 |
| BAN* (6.75"x1" front cover banner) | \$26,304 | \$2,192 |
| MAG (2"x 4" magnet, no ads incl.) | \$23,688 | \$1,974 |
| MAG (4"x 4" magnet, no ads incl.) | \$37,080 | \$3,090 |

*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) | \$420 | \$35 |
| 2HSW (1-inch, black & white) | \$528 | \$44 |
| 2HSC (1-inch, black & 1 colour) | \$468 | \$39 |
| 2HSWC (1-inch, black & white & 1 colour) | \$528 | \$44 |
| 3HS (1.5-inch, black) | \$600 | \$50 |
| 3HSW (1.5-inch, black & white) | \$720 | \$60 |
| 3HSA (1.5-inch, black & art) | \$660 | \$55 |
| 3HSWA (1.5-inch, black & white & art) | \$720 | \$60 |
| 3HSC (1.5-inch, black & 1 colour) | \$552 | \$46 |
| 3HSWC (1.5-inch, black & white & 1 colour) | \$660 | \$55 |
| 3HSCA (1.5-inch, black & 1 colour & art) | \$696 | \$58 |
| 3HSWCA (1.5-inch, black & white & 1 colour & art) | \$768 | \$64 |
| 4HS (2-inch, black) | \$732 | \$61 |
| 4HSW (2-inch, black & white) | \$876 | \$73 |
| 4HSA (2-inch, black & art) | \$804 | \$67 |
| 4HSWA (2-inch, black & white & art) | \$888 | \$74 |
| 4HSC (2-inch, black & 1 colour) | \$804 | \$67 |
| 4HSWC (2-inch, black & white & 1 colour) | \$924 | \$77 |
| 4HSCA (2-inch, black & 1 colour & art) | \$876 | \$73 |
| 4HSWCA (2-inch, black & white & 1 colour & art) | \$972 | \$81 |
| TEC (3/8 column, FULL COLOUR) | \$1,068 | \$89 |

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

| Ad Size | ACTION Pages | Monthly |
|--|--------------|---------|
| DTC (double truck) | \$12,552 | \$1,046 |
| BTB (back-to-back, must have coupons) | \$10,692 | \$891 |
| FPC (full page) | \$8,820 | \$735 |
| TQPC (3/4 page) | \$7,200 | \$600 |
| DCC (2/3 page) | \$6,684 | \$557 |
| HPC (1/2 page) | \$4,704 | \$392 |
| DHCC (1/3 page) | \$3,312 | \$276 |
| TQCC (1/4 page) | \$2,700 | \$225 |
| DQCC (1/6 page horiz.) | \$2,136 | \$178 |
| QCC (1/12 page) | \$1,104 | \$92 |

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

| | | |
|--|---------|-------|
| DTC (double truck) | \$2,100 | \$175 |
| BTB (back-to-back, must have coupons) | \$1,416 | \$118 |
| FPC (full page) | \$1,356 | \$113 |

LISTINGS

| Type | ACTION Pages | Price |
|---|--------------|-------|
| CRL (classified regular listing) | | \$120 |
| CBL (classified bold listing) | | \$252 |
| CBRL (classified bold red listing) | | \$408 |
| ABL/RABL (anchor bold / reference anchor bold listing) | | \$252 |
| ABLR/RABLR (anchor bold / reference anchor bold red listing) | | \$372 |
| WBL (white bold business listing) | | \$180 |
| SWBL (super white bold listing) | | \$372 |
| SWBLL (super white bold logo listing) | | \$492 |
| AL (alternate listing) | | \$96 |
| EL (extra line) | | \$96 |
| WEB (website listing) | | \$252 |

TRADEMARK LISTINGS

| Type | ACTION Pages | Price |
|--|--------------|-------|
| TM (trademark - listings sold separately) | | \$792 |
| TBL (trade bold listing) | | \$252 |

WHITE PAGE - REPEATING

| Type | ACTION Pages | Price |
|---|--------------|---------|
| WRCY (white page repeating corner ad) (every 9 pages) | | \$1,860 |

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 |