

2017-2018 Advertising Rate Sheet

COW18
COWICHAN VALLEY
BRITISH COLUMBIA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$19,848	\$1,654
IFC (inside front cover)	\$10,584	\$882
IFP (inside front page)	\$10,584	\$882
IBC (inside back cover)	\$10,188	\$849
IBP (inside back page)	\$10,188	\$849
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$4,632	\$386
FCB* (1.75"x0.75" front cover button)	\$18,264	\$1,522
PEEL* (nabisco corner)	\$20,556	\$1,713
BAN* (6.75"x1" front cover banner)	\$22,836	\$1,903
MAG (2"x 4" magnet, no ads incl.)	\$18,732	\$1,561
MAG (4"x 4" magnet, no ads incl.)	\$27,048	\$2,254

*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)	\$384	\$32
2HSW (1-inch, black & white)	\$480	\$40
2HSC (1-inch, black & 1 colour)	\$432	\$36
2HSWC (1-inch, black & white & 1 colour)	\$492	\$41
3HS (1.5-inch, black)	\$504	\$42
3HSW (1.5-inch, black & white)	\$600	\$50
3HSA (1.5-inch, black & art)	\$564	\$47
3HSWA (1.5-inch, black & white & art)	\$612	\$51
3HSC (1.5-inch, black & 1 colour)	\$564	\$47
3HSWC (1.5-inch, black & white & 1 colour)	\$672	\$56
3HSCA (1.5-inch, black & 1 colour & art)	\$624	\$52
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$684	\$57
4HS (2-inch, black)	\$672	\$56
4HSW (2-inch, black & white)	\$804	\$67
4HSA (2-inch, black & art)	\$732	\$61
4HSWA (2-inch, black & white & art)	\$804	\$67
4HSC (2-inch, black & 1 colour)	\$732	\$61
4HSWC (2-inch, black & white & 1 colour)	\$828	\$69
4HSCA (2-inch, black & 1 colour & art)	\$852	\$71
4HSWCA (2-inch, black & white & 1 colour & art)	\$960	\$80
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)	\$10,848	\$904
BTB (back-to-back, must have coupons)	\$9,288	\$774
FPC (full page)	\$7,536	\$628
TQPC (3/4 page)	\$6,216	\$518
DCC (2/3 page)	\$5,496	\$458
HPC (1/2 page)	\$4,176	\$348
DHCC (1/3 page)	\$3,048	\$254
TQCC (1/4 page)	\$2,508	\$209
DQCC (1/6 page horiz.)	\$1,968	\$164
QCC (1/12 page)	\$1,068	\$89

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

DTC (double truck)	\$1,536	\$128
BTB (back-to-back, must have coupons)	\$1,044	\$87
FPC (full page)	\$984	\$82

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$96
CBL (classified bold listing)		\$192
CBRL (classified bold red listing)		\$396
ABL/RABL (anchor bold / reference anchor bold listing)		\$192
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$288
WBL (white bold business listing)		\$156
SWBL (super white bold listing)		\$408
SWBLL (super white bold logo listing)		\$528
AL (alternate listing)		\$84
EL (extra line)		\$84
WEB (website listing)		\$252

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$792
TBL (trade bold listing)		\$204

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,328

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