

## 2017-2018 Advertising Rate Sheet

DUN18  
DUNDAS  
ONTARIO

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

Ad Size	ACTION Pages	Monthly
<b>OBC</b> (outside back cover)	\$12,600	\$1,050
<b>IFC</b> (inside front cover)	\$6,000	\$500
<b>IFP</b> (inside front page)	\$6,000	\$500
<b>IBC</b> (inside back cover)	\$5,640	\$470
<b>IBP</b> (inside back page)	\$5,640	\$470
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
<b>Spine</b> (size to be determined)	\$3,600	\$300
<b>FCB*</b> (1.75"x0.75" front cover button)	\$12,600	\$1,050
<b>PEEL*</b> (nabisco corner)	\$12,960	\$1,080
<b>BAN*</b> (6.75"x1" front cover banner)	\$14,400	\$1,200
<b>MAG</b> (2"x 4" magnet, no ads incl.)	\$10,800	\$900
<b>MAG</b> (4"x 4" magnet, no ads incl.)	\$14,400	\$1,200

*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)	\$300	\$25
<b>2HSW</b> (1-inch, black & white)	\$420	\$35
<b>2HSC</b> (1-inch, black & 1 colour)	\$360	\$30
<b>2HSWC</b> (1-inch, black & white & 1 colour)	\$456	\$38
<b>3HS</b> (1.5-inch, black)	\$456	\$38
<b>3HSW</b> (1.5-inch, black & white)	\$564	\$47
<b>3HSA</b> (1.5-inch, black & art)	\$528	\$44
<b>3HSWA</b> (1.5-inch, black & white & art)	\$600	\$50
<b>3HSC</b> (1.5-inch, black & 1 colour)	\$528	\$44
<b>3HSWC</b> (1.5-inch, black & white & 1 colour)	\$636	\$53
<b>3HSCA</b> (1.5-inch, black & 1 colour & art)	\$636	\$53
<b>3HSWCA</b> (1.5-inch, black & white & 1 colour & art)	\$732	\$61
<b>4HS</b> (2-inch, black)	\$648	\$54
<b>4HSW</b> (2-inch, black & white)	\$732	\$61
<b>4HSA</b> (2-inch, black & art)	\$732	\$61
<b>4HSWA</b> (2-inch, black & white & art)	\$756	\$63
<b>4HSC</b> (2-inch, black & 1 colour)	\$732	\$61
<b>4HSWC</b> (2-inch, black & white & 1 colour)	\$780	\$65
<b>4HSCA</b> (2-inch, black & 1 colour & art)	\$780	\$65
<b>4HSWCA</b> (2-inch, black & white & 1 colour & art)	\$828	\$69
<b>TEC</b> (3/8 column, FULL COLOUR)	\$948	\$79

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)	\$6,760	\$563
<b>BTB</b> (back-to-back, must have coupons)	\$4,956	\$413
<b>FPC</b> (full page)	\$4,476	\$373
<b>TQPC</b> (3/4 page)	\$4,140	\$345
<b>DCC</b> (2/3 page)	\$3,612	\$301
<b>HPC</b> (1/2 page)	\$3,084	\$257
<b>DHCC</b> (1/3 page)	\$2,352	\$196
<b>TQCC</b> (1/4 page)	\$1,932	\$161
<b>DQCC</b> (1/6 page horiz.)	\$1,404	\$117
<b>QCC</b> (1/12 page)	\$888	\$74

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

<b>DTC</b> (double truck)	\$1,380	\$115
<b>BTB</b> (back-to-back, must have coupons)	\$960	\$80
<b>FPC</b> (full page)	\$900	\$75

### LISTINGS

Type	ACTION Pages	Price
<b>CRL</b> (classified regular listing)		\$96
<b>CBL</b> (classified bold listing)		\$192
<b>CBRL</b> (classified bold red listing)		\$348
<b>ABL/RABL</b> (anchor bold / reference anchor bold listing)		\$192
<b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing)		\$252
<b>WBL</b> (white bold business listing)		\$144
<b>SWBL</b> (super white bold listing)		\$312
<b>SWBLL</b> (super white bold logo listing)		\$408
<b>AL</b> (alternate listing)		\$96
<b>EL</b> (extra line)		\$96
<b>WEB</b> (website listing)		\$252

### TRADEMARK LISTINGS

Type	ACTION Pages	Price
<b>TM</b> (trademark - listings sold separately)		\$720
<b>TBL</b> (trade bold listing)		\$192

### WHITE PAGE - REPEATING

Type	ACTION Pages	Price
<b>WRCY</b> (white page repeating corner ad) (every 9 pages)		\$900

### INTERNET

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