

2017-2018 Advertising Rate Sheet

FLG18
FLAGSTAFF & AREA
ARIZONA

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$20,808	\$1,734
IFC (inside front cover)	\$11,016	\$918
IFP (inside front page)	\$11,016	\$918
IBC (inside back cover)	\$10,584	\$882
IBP (inside back page)	\$10,584	\$882
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$10,584	\$882
FCB* (1.75"x0.75" front cover button)	\$19,140	\$1,595
PEEL* (nabisco corner)	\$21,540	\$1,795
BAN* (6.75"x1" front cover banner)	\$23,928	\$1,994
MAG (2"x 4" magnet, no ads incl.)	\$18,360	\$1,530
MAG (4"x 4" magnet, no ads incl.)	\$28,152	\$2,346

*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)	\$372	\$31
2HSW (1-inch, black & white)	\$444	\$37
2HSC (1-inch, black & 1 colour)	\$432	\$36
2HSWC (1-inch, black & white & 1 colour)	\$492	\$41
3HS (1.5-inch, black)	\$468	\$39
3HSW (1.5-inch, black & white)	\$504	\$42
3HSA (1.5-inch, black & art)	\$528	\$44
3HSWA (1.5-inch, black & white & art)	\$576	\$48
3HSC (1.5-inch, black & 1 colour)	\$528	\$44
3HSWC (1.5-inch, black & white & 1 colour)	\$588	\$49
3HSCA (1.5-inch, black & 1 colour & art)	\$612	\$51
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$672	\$56
4HS (2-inch, black)	\$624	\$52
4HSW (2-inch, black & white)	\$684	\$57
4HSA (2-inch, black & art)	\$732	\$61
4HSWA (2-inch, black & white & art)	\$792	\$66
4HSC (2-inch, black & 1 colour)	\$732	\$61
4HSWC (2-inch, black & white & 1 colour)	\$828	\$69
4HSCA (2-inch, black & 1 colour & art)	\$828	\$69
4HSWCA (2-inch, black & white & 1 colour & art)	\$888	\$74
TEC (3/8 column, FULL COLOUR)	\$1,164	\$97

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$13,500	\$1,125
BTB (back-to-back, must have coupons)	\$9,360	\$780
FPC (full page)	\$9,000	\$750
TQPC (3/4 page)	\$7,776	\$648
DCC (2/3 page)	\$6,672	\$556
HPC (1/2 page)	\$5,136	\$428
DHCC (1/3 page)	\$3,612	\$301
TQCC (1/4 page)	\$2,820	\$235
DQCC (1/6 page horiz.)	\$1,956	\$163
QCC (1/12 page)	\$1,164	\$97

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

DTC (double truck)	\$1,800	\$150
BTB (back-to-back, must have coupons)	\$1,260	\$105
FPC (full page)	\$1,200	\$100

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$84
CBL (classified bold listing)		\$180
CBRL (classified bold red listing)		\$372
ABL/RABL (anchor bold / reference anchor bold listing)		\$180
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$240
WBL (white bold business listing)		\$60
SWBL (super white bold listing)		\$372
SWBLL (super white bold logo listing)		\$492
AL (alternate listing)		\$72
EL (extra line)		\$72
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$732
TBL (trade bold listing)		\$180

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,464

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