

2017-2018 Advertising Rate Sheet

FTM18
FORT MCMURRAY
ALBERTA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$24,696	\$2,058
IFC (inside front cover)	\$15,792	\$1,316
IFP (inside front page)	\$15,792	\$1,316
IBC (inside back cover)	\$15,684	\$1,307
IBP (inside back page)	\$15,684	\$1,307
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$10,596	\$883
FCB* (1.75"x0.75" front cover button)	\$22,716	\$1,893
PEEL* (nabisco corner)	\$25,560	\$2,130
BAN* (6.75"x1" front cover banner)	\$28,404	\$2,367
MAG (2"x 4" magnet, no ads incl.)	\$18,000	\$1,500
MAG (4"x 4" magnet, no ads incl.)	\$26,000	\$2,167

*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)	\$492	\$41
2HSWC (1-inch, black & white & 1 colour)	\$564	\$47
3HS (1.5-inch, black)	\$636	\$53
3HSW (1.5-inch, black & white)	\$768	\$64
3HSA (1.5-inch, black & art)	\$696	\$58
3HSWA (1.5-inch, black & white & art)	\$756	\$63
3HSC (1.5-inch, black & 1 colour)	\$696	\$58
3HSWC (1.5-inch, black & white & 1 colour)	\$840	\$70
3HSCA (1.5-inch, black & 1 colour & art)	\$780	\$65
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$864	\$72
4HS (2-inch, black)	\$828	\$69
4HSW (2-inch, black & white)	\$996	\$83
4HSA (2-inch, black & art)	\$888	\$74
4HSWA (2-inch, black & white & art)	\$972	\$81
4HSC (2-inch, black & 1 colour)	\$888	\$74
4HSWC (2-inch, black & white & 1 colour)	\$1,008	\$84
4HSCA (2-inch, black & 1 colour & art)	\$972	\$81
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,068	\$89
TEC (3/8 column, FULL COLOUR)	\$444	\$37

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$12,348	\$1,029
BTB (back-to-back, must have coupons)	\$11,256	\$938
FPC (full page)	\$8,820	\$735
TQPC (3/4 page)	\$7,080	\$590
DCC (2/3 page)	\$6,024	\$502
HPC (1/2 page)	\$4,512	\$376
DHCC (1/3 page)	\$3,156	\$263
TQCC (1/4 page)	\$2,736	\$228
DQCC (1/6 page horiz.)	\$2,100	\$175
QCC (1/12 page)	\$1,128	\$94

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

DTC (double truck)	\$1,420	\$118
BTB (back-to-back, must have coupons)	\$1,380	\$115
FPC (full page)	\$1,320	\$110

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$132
CBL (classified bold listing)		\$216
CBRL (classified bold red listing)		\$396
ABL/RABL (anchor bold / reference anchor bold listing)		\$216
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$300
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)		\$768
TBL (trade bold listing)		\$216

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,544

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