

## 2017-2018 Advertising Rate Sheet

ISL18  
SAN JUAN ISLANDS  
WASHINGTON

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

| Ad Size                                                                                          | ACTION Pages | Monthly |
|--------------------------------------------------------------------------------------------------|--------------|---------|
| <b>OBC</b> (outside back cover)                                                                  | \$12,216     | \$1,018 |
| <b>IFC</b> (inside front cover)                                                                  | \$7,308      | \$609   |
| <b>IFP</b> (inside front page)                                                                   | \$7,308      | \$609   |
| <b>IBC</b> (inside back cover)                                                                   | \$7,056      | \$588   |
| <b>IBP</b> (inside back page)                                                                    | \$7,056      | \$588   |
| <i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i> |              |         |
| <b>Spine</b> (size to be determined)                                                             | \$4,380      | \$365   |
| <b>FCB*</b> (1.75"x0.75" front cover button)                                                     | \$11,232     | \$936   |
| <b>PEEL*</b> (nabisco corner)                                                                    | \$12,648     | \$1,054 |
| <b>BAN*</b> (6.75"x1" front cover banner)                                                        | \$14,052     | \$1,171 |
| <b>MAG</b> (2"x 4" magnet, no ads incl.)                                                         | \$12,480     | \$1,040 |
| <b>MAG</b> (4"x 4" magnet, no ads incl.)                                                         | \$20,808     | \$1,734 |

*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)                               | \$336        | \$28    |
| <b>2HSW</b> (1-inch, black & white)                      | \$420        | \$35    |
| <b>2HSC</b> (1-inch, black & 1 colour)                   | \$396        | \$33    |
| <b>2HSWC</b> (1-inch, black & white & 1 colour)          | \$480        | \$40    |
| <b>3HS</b> (1.5-inch, black)                             | \$432        | \$36    |
| <b>3HSW</b> (1.5-inch, black & white)                    | \$480        | \$40    |
| <b>3HSA</b> (1.5-inch, black & art)                      | \$492        | \$41    |
| <b>3HSWA</b> (1.5-inch, black & white & art)             | \$552        | \$46    |
| <b>3HSC</b> (1.5-inch, black & 1 colour)                 | \$492        | \$41    |
| <b>3HSWC</b> (1.5-inch, black & white & 1 colour)        | \$552        | \$46    |
| <b>3HSCA</b> (1.5-inch, black & 1 colour & art)          | \$588        | \$49    |
| <b>3HSWCA</b> (1.5-inch, black & white & 1 colour & art) | \$612        | \$51    |
| <b>4HS</b> (2-inch, black)                               | \$492        | \$41    |
| <b>4HSW</b> (2-inch, black & white)                      | \$588        | \$49    |
| <b>4HSA</b> (2-inch, black & art)                        | \$576        | \$48    |
| <b>4HSWA</b> (2-inch, black & white & art)               | \$636        | \$53    |
| <b>4HSC</b> (2-inch, black & 1 colour)                   | \$576        | \$48    |
| <b>4HSWC</b> (2-inch, black & white & 1 colour)          | \$636        | \$53    |
| <b>4HSCA</b> (2-inch, black & 1 colour & art)            | \$672        | \$56    |
| <b>4HSWCA</b> (2-inch, black & white & 1 colour & art)   | \$708        | \$59    |
| <b>TEC</b> (3/8 column, FULL COLOUR)                     | \$924        | \$77    |

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

**Independently Owned & Operated**

### DISPLAY ADS (FULL COLOR)

| Ad Size                                      | ACTION Pages | Monthly |
|----------------------------------------------|--------------|---------|
| <b>DTC</b> (double truck)                    | \$7,620      | \$635   |
| <b>BTB</b> (back-to-back, must have coupons) | \$6,276      | \$523   |
| <b>FPC</b> (full page)                       | \$4,860      | \$405   |
| <b>TQPC</b> (3/4 page)                       | \$4,188      | \$349   |
| <b>DCC</b> (2/3 page)                        | \$3,696      | \$308   |
| <b>HPC</b> (1/2 page)                        | \$2,976      | \$248   |
| <b>DHCC</b> (1/3 page)                       | \$2,256      | \$188   |
| <b>TQCC</b> (1/4 page)                       | \$1,872      | \$156   |
| <b>DQCC</b> (1/6 page horiz.)                | \$1,500      | \$125   |
| <b>QCC</b> (1/12 page)                       | \$864        | \$72    |

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

|                                              |         |       |
|----------------------------------------------|---------|-------|
| <b>DTC</b> (double truck)                    | \$1,800 | \$150 |
| <b>BTB</b> (back-to-back, must have coupons) | \$1,320 | \$110 |
| <b>FPC</b> (full page)                       | \$1,200 | \$100 |

### LISTINGS

| Type                                                                | ACTION Pages | Price |
|---------------------------------------------------------------------|--------------|-------|
| <b>CRL</b> (classified regular listing)                             |              | \$96  |
| <b>CBL</b> (classified bold listing)                                |              | \$144 |
| <b>CBRL</b> (classified bold red listing)                           |              | \$348 |
| <b>ABL/RABL</b> (anchor bold / reference anchor bold listing)       |              | \$204 |
| <b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing) |              | \$204 |
| <b>WBL</b> (white bold business listing)                            |              | \$144 |
| <b>SWBL</b> (super white bold listing)                              |              | \$384 |
| <b>SWBLL</b> (super white bold logo listing)                        |              | \$504 |
| <b>AL</b> (alternate listing)                                       |              | \$84  |
| <b>EL</b> (extra line)                                              |              | \$84  |
| <b>WEB</b> (website listing)                                        |              | \$120 |

### TRADEMARK LISTINGS

| Type                                             | ACTION Pages | Price |
|--------------------------------------------------|--------------|-------|
| <b>TM</b> (trademark - listings sold separately) |              | \$672 |
| <b>TBL</b> (trade bold listing)                  |              | \$144 |

### WHITE PAGE - REPEATING

| Type                                                            | ACTION Pages | Price   |
|-----------------------------------------------------------------|--------------|---------|
| <b>WRCY</b> (white page repeating corner ad)<br>(every 9 pages) |              | \$1,344 |

### 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 |