

2017-2018 Advertising Rate Sheet

**KKL18
DISTRICT
OF TEMISKAMING
ONTARIO**

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$20,436	\$1,703
IFC (inside front cover)	\$13,620	\$1,135
IFP (inside front page)	\$13,620	\$1,135
IBC (inside back cover)	\$10,380	\$865
IBP (inside back page)	\$10,380	\$865
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$7,788	\$649
FCB* (1.75"x0.75" front cover button)	\$18,804	\$1,567
PEEL* (nabisco corner)	\$21,156	\$1,763
BAN* (6.75"x1" front cover banner)	\$23,508	\$1,959
MAG (2"x 4" magnet, no ads incl.)	\$11,220	\$935
MAG (4"x 4" magnet, no ads incl.)	\$18,360	\$1,530

*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)	\$420	\$35
2HSC (1-inch, black & 1 colour)	\$444	\$37
2HSWC (1-inch, black & white & 1 colour)	\$528	\$44
3HS (1.5-inch, black)	\$528	\$44
3HSW (1.5-inch, black & white)	\$576	\$48
3HSA (1.5-inch, black & art)	\$588	\$49
3HSWA (1.5-inch, black & white & art)	\$708	\$59
3HSC (1.5-inch, black & 1 colour)	\$588	\$49
3HSWC (1.5-inch, black & white & 1 colour)	\$648	\$54
3HSCA (1.5-inch, black & 1 colour & art)	\$744	\$62
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$888	\$74
4HS (2-inch, black)	\$696	\$58
4HSW (2-inch, black & white)	\$768	\$64
4HSA (2-inch, black & art)	\$768	\$64
4HSWA (2-inch, black & white & art)	\$876	\$73
4HSC (2-inch, black & 1 colour)	\$768	\$64
4HSWC (2-inch, black & white & 1 colour)	\$840	\$70
4HSCA (2-inch, black & 1 colour & art)	\$888	\$74
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,080	\$90
TEC (3/8 column, FULL COLOUR)	\$528	\$44

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,052	\$921
BTB (back-to-back, must have coupons)	\$9,708	\$809
FPC (full page)	\$7,476	\$623
TQPC (3/4 page)	\$6,192	\$516
DCC (2/3 page)	\$5,112	\$426
HPC (1/2 page)	\$3,852	\$321
DHCC (1/3 page)	\$2,652	\$221
TQCC (1/4 page)	\$2,304	\$192
DQCC (1/6 page horiz.)	\$1,848	\$154
QCC (1/12 page)	\$960	\$80

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)		\$96
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)		\$228
WBL (white bold business listing)		\$120
SWBL (super white bold listing)		\$372
SWBLL (super white bold logo listing)		\$468
AL (alternate listing)		\$72
EL (extra line)		\$72
WEB (website listing)		\$192

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$720
TBL (trade bold listing)		\$216

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,596

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