

2017-2018 Advertising Rate Sheet

KNS18
KINGSTON
ONTARIO

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$23,640	\$1,970
IFC (inside front cover)	\$10,800	\$900
IFP (inside front page)	\$9,600	\$800
IBC (inside back cover)	\$9,600	\$800
IBP (inside back page)	\$9,600	\$800
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$9,600	\$800
FCB* (1.75"x0.75" front cover button)	\$18,768	\$1,564
PEEL* (nabisco corner)	\$24,516	\$2,043
BAN* (6.75"x1" front cover banner)	\$27,240	\$2,270
MAG (2"x 4" magnet, no ads incl.)	\$32,640	\$2,720
MAG (4"x 4" magnet, no ads incl.)	\$42,000	\$3,500

*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)	\$384	\$32
2HSW (1-inch, black & white)	\$468	\$39
2HSC (1-inch, black & 1 colour)	\$432	\$36
2HSWC (1-inch, black & white & 1 colour)	\$504	\$42
3HS (1.5-inch, black)	\$480	\$40
3HSW (1.5-inch, black & white)	\$516	\$43
3HSA (1.5-inch, black & art)	\$540	\$45
3HSWA (1.5-inch, black & white & art)	\$588	\$49
3HSC (1.5-inch, black & 1 colour)	\$540	\$45
3HSWC (1.5-inch, black & white & 1 colour)	\$600	\$50
3HSCA (1.5-inch, black & 1 colour & art)	\$636	\$53
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$696	\$58
4HS (2-inch, black)	\$648	\$54
4HSW (2-inch, black & white)	\$708	\$59
4HSA (2-inch, black & art)	\$756	\$63
4HSWA (2-inch, black & white & art)	\$816	\$68
4HSC (2-inch, black & 1 colour)	\$756	\$63
4HSWC (2-inch, black & white & 1 colour)	\$852	\$71
4HSCA (2-inch, black & 1 colour & art)	\$852	\$71
4HSWCA (2-inch, black & white & 1 colour & art)	\$924	\$77
TEC (3/8 column, FULL COLOUR)	\$1,200	\$100

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$12,504	\$1,042
BTB (back-to-back, must have coupons)	\$8,544	\$712
FPC (full page)	\$8,064	\$672
TQPC (3/4 page)	\$6,864	\$572
DCC (2/3 page)	\$6,108	\$509
HPC (1/2 page)	\$4,668	\$389
DHCC (1/3 page)	\$3,588	\$299
TQCC (1/4 page)	\$2,904	\$242
DQCC (1/6 page horiz.)	\$2,016	\$168
QCC (1/12 page)	\$1,140	\$95

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

DTC (double truck)	\$1,920	\$160
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)		\$96
CBL (classified bold listing)		\$204
CBRL (classified bold red listing)		\$360
ABL/RABL (anchor bold / reference anchor bold listing)		\$204
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$240
WBL (white bold business listing)		\$60
SWBL (super white bold listing)		\$360
SWBLL (super white bold logo listing)		\$480
AL (alternate listing)		\$84
EL (extra line)		\$84
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$720
TBL (trade bold listing)		\$204

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,440

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