

## 2017-2018 Advertising Rate Sheet

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

Ad Size	Yearly
<b>OBC</b> (outside back cover, includes FPW)	<b>\$19,032</b>
<b>IFC</b> (inside front cover, includes FPW)	<b>\$12,852</b>
<b>IBC</b> (inside back cover, includes FPW)	<b>\$11,328</b>
<b>IBP</b> (inside back page, includes FPW)	<b>\$11,328</b>
<b>FCB</b> (7.5"x1.75", front cover banner, includes FPW)	<b>\$19,704</b>
<b>TAB</b> (1-sided)	<b>\$16,188</b>
<b>Spine</b> (size to be determined)	<b>\$9,792</b>
<b>MAG</b> (2"x4" magnet, no ads included)	<b>\$18,360</b>
<b>MAG</b> (4"x4" magnet, no ads included)	<b>\$27,540</b>

### DISPLAY ADS

Ad Size	3 Payments	Yearly
<b>Quarter Column (QC)</b>		
<b>QC</b> (1/12 page, black)	\$165	<b>\$660</b>
<b>QCW</b> (1/12 page, black & white)	\$192	<b>\$768</b>
<b>QCC</b> (1/12 page, full color)	\$288	<b>\$1,152</b>
<b>Double Quarter Column (DQC)</b>		
<b>DQC</b> (1/6 page, black)	\$279	<b>\$1,116</b>
<b>DQCW</b> (1/6 page, black & white)	\$339	<b>\$1,356</b>
<b>DQCC</b> (1/6 page, full color)	\$495	<b>\$1,980</b>
<b>Triple Quarter Column (TQC)</b>		
<b>TQC</b> (1/4 page, black)	\$372	<b>\$1,488</b>
<b>TQCW</b> (1/4 page, black & white)	\$456	<b>\$1,824</b>
<b>TQCC</b> (1/4 page, full color)	\$669	<b>\$2,676</b>
<b>Double Half Column (DHC)</b>		
<b>DHC</b> (1/3 page, black)	\$459	<b>\$1,836</b>
<b>DHCW</b> (1/3 page, black & white)	\$567	<b>\$2,268</b>
<b>DHCC</b> (1/3 page, full color)	\$849	<b>\$3,396</b>
<b>Half Page (HP)</b>		
<b>HP</b> (1/2 page, black)	\$651	<b>\$2,604</b>
<b>HPW</b> (1/2 page, black & white)	\$816	<b>\$3,264</b>
<b>HPC</b> (1/2 page, full color)	\$1,233	<b>\$4,932</b>
<b>Double Column (DC)</b>		
<b>DC</b> (2/3 page, black)	\$834	<b>\$3,336</b>
<b>DCW</b> (2/3 page, black & white)	\$1,113	<b>\$4,452</b>
<b>DFCC</b> (2/3 page, full color)	\$1,521	<b>\$6,084</b>
<b>Triple Quarter Page (TQP)</b>		
<b>TQP</b> (3/4 page, black)	\$999	<b>\$3,996</b>
<b>TQPW</b> (3/4 page, black & white)	\$1,236	<b>\$4,944</b>
<b>TQPC</b> (3/4 page, full color)	\$1,881	<b>\$7,524</b>
<b>Full Page (FP)</b>		
<b>FP</b> (full page, black)	\$1,242	<b>\$4,968</b>
<b>FPW</b> (full page, black & white)	\$1,515	<b>\$6,060</b>
<b>FPC</b> (full page, full color)	\$2,250	<b>\$9,000</b>
<b>Menu Pages (MFPC)</b>		
<b>DTC</b> (full page, full color, two page minimum)	\$276	<b>\$1,104</b>

## LHC18 LAKE HAVASU CITY ARIZONA

### LISTINGS

Type	Yearly
<b>CRL</b> (classified regular listing)	<b>\$84</b>
<b>CBL</b> (classified bold listing)	<b>\$144</b>
<b>CBRL</b> (classified bold red listing)	<b>\$336</b>
<b>ABL/RABL</b> (anchor bold / reference anchor bold listing)	<b>\$144</b>
<b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing)	<b>\$264</b>
<b>WBL</b> (white bold business listing, with display ad)	<b>\$96</b>
<b>WBLY</b> (white bold business listing, without display ad)	<b>\$372</b>
<b>SWBL</b> (super white bold listing)	<b>\$372</b>
<b>SWBLL</b> (super white bold logo listing)	<b>\$456</b>
<b>WANC</b> (white anchor listing, CTM and bigger only)	<b>\$72</b>
<b>AL</b> (alternate listing)	<b>\$72</b>
<b>EL</b> (extra line)	<b>\$72</b>
<b>WEB</b> (website listing)	<b>\$120</b>

### WHITE PAGE - REPEATING

<b>WBP</b> (white page banner ad)	<b>\$984</b>
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### INFORMATIONAL LISTINGS

Ad Size	Yearly
<b>In-Column Ads (No Art)</b>	
<b>2HS</b> (1-inch, black)	<b>\$324</b>
<b>2HSC</b> (1-inch, black & 1 color)	<b>\$360</b>
<b>2HSW</b> (1-inch, black & white)	<b>\$432</b>
<b>2HSCW</b> (1-inch, black & white & 1 color)	<b>\$468</b>
<b>3HS</b> (1.5-inch, black)	<b>\$384</b>
<b>3HSC</b> (1.5-inch, black & 1 color)	<b>\$420</b>
<b>3HSW</b> (1.5-inch, black & white)	<b>\$492</b>
<b>3HSCW</b> (1.5-inch, black & white & 1 color)	<b>\$540</b>
<b>4HS</b> (2-inch, black)	<b>\$444</b>
<b>4HSC</b> (2-inch, black & 1 color)	<b>\$480</b>
<b>4HSW</b> (2-inch, black & white)	<b>\$552</b>
<b>4HSCW</b> (2-inch, black & white & 1 color)	<b>\$612</b>

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

### In-Column Ads (With Art)

<b>CTM</b> (3" in-column ad, custom trademark, black)	<b>\$684</b>
<b>CTMW</b> (3" in-column ad, custom trademark, black & white)	<b>\$828</b>
<b>CTMC</b> (3" in-column ad, custom trademark, full color)	<b>\$1,152</b>

### TRADEMARK LISTINGS

Type	Yearly
<b>TM</b> (trademark - listings sold separately)	<b>\$612</b>
<b>TBL</b> (trade bold listing)	<b>\$144</b>

### MISCELLANEOUS

Type	Yearly
<b>INT</b> (actionyp.com/lakehavasuphonebook.com package)	<b>\$480</b>
<b>WDYB</b> WHO DO YOU Basic	<b>\$120 /yr</b>
<b>WDYP</b> WHO DO YOU Prime	<b>\$588 /yr</b>
<b>WDYPP</b> WHO DO YOU Prime PLUS	<b>\$2,388 /yr</b>

**Independently Owned & Operated**