

2017-2018 Advertising Rate Sheet

LNR18
LANARK
ONTARIO

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$16,800	\$1,400
IFC (inside front cover)	\$8,400	\$700
IFP (inside front page)	\$8,400	\$700
IBC (inside back cover)	\$7,200	\$600
IBP (inside back page)	\$7,200	\$600
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$6,000	\$500
FCB* (1.75"x0.75" front cover button)	\$10,200	\$850
PEEL* (nabisco corner)	\$16,200	\$1,350
BAN* (6.75"x1" front cover banner)	\$18,000	\$1,500
MAG (2"x 4" magnet, no ads incl.)	\$18,600	\$1,550
MAG (4"x 4" magnet, no ads incl.)	\$27,000	\$2,250

*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)	\$360	\$30
2HSW (1-inch, black & white)	\$444	\$37
2HSC (1-inch, black & 1 colour)	\$432	\$36
2HSWC (1-inch, black & white & 1 colour)	\$480	\$40
3HS (1.5-inch, black)	\$456	\$38
3HSW (1.5-inch, black & white)	\$492	\$41
3HSA (1.5-inch, black & art)	\$516	\$43
3HSWA (1.5-inch, black & white & art)	\$564	\$47
3HSC (1.5-inch, black & 1 colour)	\$516	\$43
3HSWC (1.5-inch, black & white & 1 colour)	\$576	\$48
3HSCA (1.5-inch, black & 1 colour & art)	\$600	\$50
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$660	\$55
4HS (2-inch, black)	\$612	\$51
4HSW (2-inch, black & white)	\$672	\$56
4HSA (2-inch, black & art)	\$720	\$60
4HSWA (2-inch, black & white & art)	\$780	\$65
4HSC (2-inch, black & 1 colour)	\$720	\$60
4HSWC (2-inch, black & white & 1 colour)	\$816	\$68
4HSCA (2-inch, black & 1 colour & art)	\$816	\$68
4HSWCA (2-inch, black & white & 1 colour & art)	\$876	\$73
TEC (3/8 column, FULL COLOUR)	\$1,040	\$87

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$8,954	\$746
BTB (back-to-back, must have coupons)	\$5,820	\$485
FPC (full page)	\$5,220	\$435
TQPC (3/4 page)	\$4,740	\$395
DCC (2/3 page)	\$4,260	\$355
HPC (1/2 page)	\$3,360	\$280
DHCC (1/3 page)	\$2,520	\$210
TQCC (1/4 page)	\$2,100	\$175
DQCC (1/6 page horiz.)	\$1,500	\$125
QCC (1/12 page)	\$900	\$75

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

DTC (double truck)	\$1,020	\$85
BTB (back-to-back, must have coupons)	\$720	\$60
FPC (full page)	\$660	\$55

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$84
CBL (classified bold listing)		\$192
CBRL (classified bold red listing)		\$372
ABL/RABL (anchor bold / reference anchor bold listing)		\$192
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$240
WBL (white bold business listing)		\$60
SWBL (super white bold listing)		\$372
SWBLL (super white bold logo listing)		\$492
AL (alternate listing)		\$72
EL (extra line)		\$72
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$732
TBL (trade bold listing)		\$204

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,224

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