

2017-2018 Advertising Rate Sheet

LYD18
LLOYDMINSTER
ALBERTA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$18,708	\$1,559
IFC (inside front cover)	\$13,356	\$1,113
IFP (inside front page)	\$13,356	\$1,113
IBC (inside back cover)	\$12,024	\$1,002
IBP (inside back page)	\$12,024	\$1,002
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$13,356	\$1,113
FCB* (1.75"x0.75" front cover button)	\$17,208	\$1,434
PEEL* (nabisco corner)	\$18,264	\$1,552
BAN* (6.75"x1" front cover banner)	\$20,292	\$1,691
MAG (2"x 4" magnet, no ads incl.)	\$24,168	\$2,014
MAG (4"x 4" magnet, no ads incl.)	\$37,824	\$3,152

*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)	\$348	\$29
2HSW (1-inch, black & white)	\$432	\$36
2HSC (1-inch, black & 1 colour)	\$444	\$37
2HSWC (1-inch, black & white & 1 colour)	\$492	\$41
3HS (1.5-inch, black)	\$468	\$39
3HSW (1.5-inch, black & white)	\$564	\$47
3HSA (1.5-inch, black & art)	\$552	\$46
3HSWA (1.5-inch, black & white & art)	\$600	\$50
3HSC (1.5-inch, black & 1 colour)	\$552	\$46
3HSWC (1.5-inch, black & white & 1 colour)	\$660	\$55
3HSCA (1.5-inch, black & 1 colour & art)	\$624	\$52
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$684	\$57
4HS (2-inch, black)	\$636	\$53
4HSW (2-inch, black & white)	\$756	\$63
4HSA (2-inch, black & art)	\$696	\$58
4HSWA (2-inch, black & white & art)	\$768	\$64
4HSC (2-inch, black & 1 colour)	\$696	\$58
4HSWC (2-inch, black & white & 1 colour)	\$792	\$66
4HSCA (2-inch, black & 1 colour & art)	\$768	\$64
4HSWCA (2-inch, black & white & 1 colour & art)	\$852	\$71
TEC (3/8 column, FULL COLOUR)	\$1,104	\$92

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,892	\$991
BTB (back-to-back, must have coupons)	\$10,560	\$880
FPC (full page)	\$7,788	\$649
TQPC (3/4 page)	\$6,156	\$513
DCC (2/3 page)	\$5,292	\$441
HPC (1/2 page)	\$4,272	\$356
DHCC (1/3 page)	\$3,072	\$256
TQCC (1/4 page)	\$2,220	\$185
DQCC (1/6 page horiz.)	\$1,656	\$138
QCC (1/12 page)	\$972	\$81

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

DTC (double truck)	\$2,040	\$170
BTB (back-to-back, must have coupons)	\$1,296	\$108
FPC (full page)	\$1,236	\$103

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$96
CBL (classified bold listing)		\$192
CBRL (classified bold red listing)		\$396
ABL/RABL (anchor bold / reference anchor bold listing)		\$192
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$264
WBL (white bold business listing)		\$156
SWBL (super white bold listing)		\$384
SWBLL (super white bold logo listing)		\$504
AL (alternate listing)		\$84
EL (extra line)		\$84
WEB (website listing)		\$264

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$804
TBL (trade bold listing)		\$192

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,676

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