

2017-2018 Advertising Rate Sheet

**MSK18
MUSKOKA
& PARRY SOUND
ONTARIO**

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$22,704	\$1,892
IFC (inside front cover)	\$13,620	\$1,135
IFP (inside front page)	\$13,620	\$1,135
IBC (inside back cover)	\$11,676	\$973
IBP (inside back page)	\$11,676	\$973
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$12,972	\$1,081
FCB* (1.75"x0.75" front cover button)	\$20,892	\$1,741
PEEL* (nabisco corner)	\$23,496	\$1,958
BAN* (6.75"x1" front cover banner)	\$26,112	\$2,176
MAG (2"x 4" magnet, no ads incl.)	\$22,440	\$1,870
MAG (4"x 4" magnet, no ads incl.)	\$36,720	\$3,060

*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)	\$516	\$43
2HSW (1-inch, black & white)	\$588	\$49
2HSC (1-inch, black & 1 colour)	\$624	\$52
2HSWC (1-inch, black & white & 1 colour)	\$744	\$62
3HS (1.5-inch, black)	\$780	\$65
3HSW (1.5-inch, black & white)	\$852	\$71
3HSA (1.5-inch, black & art)	\$876	\$73
3HSWA (1.5-inch, black & white & art)	\$1,056	\$88
3HSC (1.5-inch, black & 1 colour)	\$876	\$73
3HSWC (1.5-inch, black & white & 1 colour)	\$972	\$81
3HSCA (1.5-inch, black & 1 colour & art)	\$948	\$79
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$1,128	\$94
4HS (2-inch, black)	\$960	\$80
4HSW (2-inch, black & white)	\$1,056	\$88
4HSA (2-inch, black & art)	\$1,092	\$91
4HSWA (2-inch, black & white & art)	\$1,236	\$103
4HSC (2-inch, black & 1 colour)	\$1,092	\$91
4HSWC (2-inch, black & white & 1 colour)	\$1,200	\$100
4HSCA (2-inch, black & 1 colour & art)	\$1,200	\$100
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,440	\$120
TEC (3/8 column, FULL COLOUR)	\$1440	\$120

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,868	\$989
BTB (back-to-back, must have coupons)	\$10,632	\$886
FPC (full page)	\$8,436	\$703
TQPC (3/4 page)	\$6,996	\$583
DCC (2/3 page)	\$6,492	\$541
HPC (1/2 page)	\$5,256	\$438
DHCC (1/3 page)	\$3,948	\$329
TQCC (1/4 page)	\$3,228	\$269
DQCC (1/6 page horiz.)	\$2,460	\$205
QCC (1/12 page)	\$1,308	\$109

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)		\$108
CBL (classified bold listing)		\$216
CBRL (classified bold red listing)		\$408
ABL/RABL (anchor bold / reference anchor bold listing)		\$216
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$312
WBL (white bold business listing)		\$168
SWBL (super white bold listing)		\$396
SWBLL (super white bold logo listing)		\$528
AL (alternate listing)		\$96
EL (extra line)		\$96
WEB (website listing)		\$240

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$768
TBL (trade bold listing)		\$216

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,856

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