

2017-2018 Advertising Rate Sheet

NBS18
NORTH BAY
ONTARIO

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$22,392	\$1,866
IFC (inside front cover)	\$10,440	\$870
IFP (inside front page)	\$13,620	\$1,135
IBC (inside back cover)	\$13,200	\$1,100
IBP (inside back page)	\$13,200	\$1,100
<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)	\$20,604	\$1,717
PEEL* (nabisco corner)	\$23,172	\$1,931
BAN* (6.75"x1" front cover banner)	\$25,740	\$2,145
MAG (2"x 4" magnet, no ads incl.)	\$23,460	\$1,955
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)	\$468	\$39
2HSW (1-inch, black & white)	\$528	\$44
2HSC (1-inch, black & 1 colour)	\$552	\$46
2HSWC (1-inch, black & white & 1 colour)	\$660	\$55
3HS (1.5-inch, black)	\$720	\$60
3HSW (1.5-inch, black & white)	\$780	\$65
3HSA (1.5-inch, black & art)	\$804	\$67
3HSWA (1.5-inch, black & white & art)	\$972	\$81
3HSC (1.5-inch, black & 1 colour)	\$804	\$67
3HSWC (1.5-inch, black & white & 1 colour)	\$888	\$74
3HSCA (1.5-inch, black & 1 colour & art)	\$840	\$70
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$1,020	\$85
4HS (2-inch, black)	\$840	\$70
4HSW (2-inch, black & white)	\$936	\$78
4HSA (2-inch, black & art)	\$960	\$80
4HSWA (2-inch, black & white & art)	\$1,092	\$91
4HSC (2-inch, black & 1 colour)	\$960	\$80
4HSWC (2-inch, black & white & 1 colour)	\$1,056	\$88
4HSCA (2-inch, black & 1 colour & art)	\$1,044	\$87
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,248	\$104
TEC (3/8 column, FULL COLOUR)	\$516	\$43

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$15,060	\$1,255
BTB (back-to-back, must have coupons)	\$13,488	\$1,124
FPC (full page)	\$10,188	\$849
TQPC (3/4 page)	\$8,460	\$705
DCC (2/3 page)	\$7,272	\$606
HPC (1/2 page)	\$5,448	\$454
DHCC (1/3 page)	\$4,056	\$338
TQCC (1/4 page)	\$3,336	\$278
DQCC (1/6 page horiz.)	\$2,580	\$215
QCC (1/12 page)	\$1,392	\$116

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)		\$120
CBL (classified bold listing)		\$228
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)		\$180
SWBL (super white bold listing)		\$396
SWBLL (super white bold logo listing)		\$528
AL (alternate listing)		\$96
EL (extra line)		\$96
WEB (website listing)		\$252

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$780
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