

2017-2018 Advertising Rate Sheet

OJ118
OJAI
CALIFORNIA

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$11,184	<i>\$932</i>
IFC (inside front cover)	\$8,196	<i>\$683</i>
IFP (inside front page)	\$8,196	<i>\$683</i>
IBC (inside back cover)	\$7,560	<i>\$630</i>
IBP (inside back page)	\$7,560	<i>\$630</i>
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$3,096	<i>\$258</i>
FCB (1.75"x0.75" front cover button)	\$10,296	<i>\$858</i>
PEEL* (nabisco corner)	\$11,580	<i>\$965</i>
BAN (6.75"x1" front cover banner)	\$12,864	<i>\$1,072</i>
MAG (2"x 4" magnet, no ads incl.)	\$11,328	<i>\$944</i>
MAG (4"x 4" magnet, no ads incl.)	\$18,540	<i>\$1,545</i>

*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)	\$372	\$31
2HSW (1-inch, black & white)	\$432	\$36
2HSC (1-inch, black & 1 color)	\$408	\$34
2HSWC (1-inch, black & white & 1 color)	\$456	\$38
3HS (1.5-inch, black)	\$408	\$34
3HSW (1.5-inch, black & white)	\$492	\$41
3HSA (1.5-inch, black & art)	\$468	\$39
3HSWA (1.5-inch, black & white & art)	\$528	\$44
3HSC (1.5-inch, black & 1 color)	\$432	\$36
3HSWC (1.5-inch, black & white & 1 color)	\$528	\$44
3HSCA (1.5-inch, black & 1 color & art)	\$456	\$38
3HSWCA (1.5-inch, black & white & 1 color & art)	\$636	\$53
4HS (2-inch, black)	\$564	\$47
4HSW (2-inch, black & white)	\$684	\$57
4HSA (2-inch, black & art)	\$648	\$54
4HSWA (2-inch, black & white & art)	\$708	\$59
4HSC (2-inch, black & 1 color)	\$648	\$54
4HSWC (2-inch, black & white & 1 color)	\$732	\$61
4HSCA (2-inch, black & 1 color & art)	\$684	\$57
4HSWCA (2-inch, black & white & 1 color & art)	\$756	\$63
TEC (3/8 column, FULL COLOR)	\$840	\$70

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

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$3,252	\$271
BTB (back-to-back, must have coupons)	\$2,220	\$185
FPC (full page)	\$2,040	\$170
DCC (2/3 page)	\$1,740	\$145
HPC (1/2 page)	\$1,572	\$131
DHCC (1/3 page)	\$1,260	\$105
DQCC (1/4 page horiz.)	\$972	\$81
QCC (1/8 page)	\$756	\$63
Restaurant Section DTC, BTB, and FPC Includes TEC Ad:		
DTC (double truck)	\$924	\$77
BTB (back-to-back, must have coupons)	\$984	\$82
FPC (full page)	\$1,356	\$113

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$96
CBL (classified bold listing)		\$144
CBRL (classified bold red listing)		\$336
ABL/RABL (anchor bold / reference anchor bold listing)		\$144
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$336
WBL (white bold business listing)		\$120
SWBL (super white bold listing)		\$384
SWBLL (super white bold logo listing)		\$504
AL (alternate listing)		\$72
EL (extra line)		\$72
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$672
TBL (trade bold listing)		\$144

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,896

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

Independently Owned & Operated