

## 2017-2018 Advertising Rate Sheet

ORC18  
**ORCUTT &  
SANTA MARIA**  
CALIFORNIA

### PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
<b>OBC</b> (outside back cover)	<b>\$17,652</b>	<b>\$1,471</b>
<b>IFC</b> (inside front cover)	<b>\$14,400</b>	<b>\$1,200</b>
<b>IFP</b> (inside front page)	<b>\$14,400</b>	<b>\$1,200</b>
<b>IBC</b> (inside back cover)	<b>\$12,720</b>	<b>\$1,060</b>
<b>IBP</b> (inside back page)	<b>\$12,720</b>	<b>\$1,060</b>
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
<b>Spine</b> (size to be determined)	<b>\$8,808</b>	<b>\$734</b>
<b>FCB</b> (1.75"x0.75" front cover button)	<b>\$16,248</b>	<b>\$1,354</b>
<b>PEEL*</b> (nabisco corner)	<b>\$18,264</b>	<b>\$1,522</b>
<b>BAN</b> (6.75"x1" front cover banner)	<b>\$20,292</b>	<b>\$1,691</b>
<b>MAG</b> (2"x 4" magnet, no ads incl.)	<b>\$12,240</b>	<b>\$1,020</b>
<b>MAG</b> (4"x 4" magnet, no ads incl.)	<b>\$21,420</b>	<b>\$1,785</b>

*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
<b>2HS</b> (1-inch, black)	<b>\$372</b>	<b>\$31</b>
<b>2HSW</b> (1-inch, black & white)	<b>\$468</b>	<b>\$39</b>
<b>2HSC</b> (1-inch, black & 1 color)	<b>\$504</b>	<b>\$42</b>
<b>2HSWC</b> (1-inch, black & white & 1 color)	<b>\$576</b>	<b>\$48</b>
<b>3HS</b> (1.5-inch, black)	<b>\$636</b>	<b>\$53</b>
<b>3HSW</b> (1.5-inch, black & white)	<b>\$756</b>	<b>\$63</b>
<b>3HSA</b> (1.5-inch, black & art)	<b>\$720</b>	<b>\$60</b>
<b>3HSWA</b> (1.5-inch, black & white & art)	<b>\$780</b>	<b>\$65</b>
<b>3HSC</b> (1.5-inch, black & 1 color)	<b>\$720</b>	<b>\$60</b>
<b>3HSWC</b> (1.5-inch, black & white & 1 color)	<b>\$864</b>	<b>\$72</b>
<b>3HSCA</b> (1.5-inch, black & 1 color & art)	<b>\$816</b>	<b>\$68</b>
<b>3HSWCA</b> (1.5-inch, black & white & 1 color & art)	<b>\$900</b>	<b>\$75</b>
<b>4HS</b> (2-inch, black)	<b>\$816</b>	<b>\$68</b>
<b>4HSW</b> (2-inch, black & white)	<b>\$984</b>	<b>\$82</b>
<b>4HSA</b> (2-inch, black & art)	<b>\$936</b>	<b>\$78</b>
<b>4HSWA</b> (2-inch, black & white & art)	<b>\$1,032</b>	<b>\$86</b>
<b>4HSC</b> (2-inch, black & 1 color)	<b>\$936</b>	<b>\$78</b>
<b>4HSWC</b> (2-inch, black & white & 1 color)	<b>\$1,068</b>	<b>\$89</b>
<b>4HSCA</b> (2-inch, black & 1 color & art)	<b>\$1,080</b>	<b>\$90</b>
<b>4HSWCA</b> (2-inch, black & white & 1 color & art)	<b>\$1,188</b>	<b>\$99</b>
<b>TEC</b> (3/8 column, FULL COLOR)	<b>\$1,260</b>	<b>\$105</b>

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

### DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
<b>DTC</b> (double truck)	<b>\$7,620</b>	<b>\$635</b>
<b>BTB</b> (back-to-back, must have coupons)	<b>\$7,128</b>	<b>\$594</b>
<b>FPC</b> (full page)	<b>\$5,952</b>	<b>\$496</b>
<b>DCC</b> (2/3 page)	<b>\$4,704</b>	<b>\$392</b>
<b>HPC</b> (1/2 page)	<b>\$3,816</b>	<b>\$318</b>
<b>DHCC</b> (1/3 page)	<b>\$2,796</b>	<b>\$233</b>
<b>DQCC</b> (1/4 page horiz.)	<b>\$2,052</b>	<b>\$171</b>
<b>QCC</b> (1/8 page)	<b>\$1,188</b>	<b>\$99</b>
<b>Restaurant Section DTC, BTB, and FPC Includes TEC Ad:</b>		
<b>DTC</b> (double truck)	<b>\$960</b>	<b>\$80</b>
<b>BTB</b> (back-to-back, must have coupons)	<b>\$1,080</b>	<b>\$90</b>
<b>FPC</b> (full page)	<b>\$1,500</b>	<b>\$125</b>

### LISTINGS

Type	ACTION Pages	Price
<b>CRL</b> (classified regular listing)		<b>\$120</b>
<b>CBL</b> (classified bold listing)		<b>\$216</b>
<b>CBRL</b> (classified bold red listing)		<b>\$408</b>
<b>ABL/RABL</b> (anchor bold / reference anchor bold listing)		<b>\$216</b>
<b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing)		<b>\$348</b>
<b>WBL</b> (white bold business listing)		<b>\$204</b>
<b>SWBL</b> (super white bold listing)		<b>\$444</b>
<b>SWBLL</b> (super white bold logo listing)		<b>\$588</b>
<b>AL</b> (alternate listing)		<b>\$120</b>
<b>EL</b> (extra line)		<b>\$120</b>
<b>WEB</b> (website listing)		<b>\$288</b>

### TRADEMARK LISTINGS

Type	ACTION Pages	Price
<b>TM</b> (trademark - listings sold separately)		<b>\$780</b>
<b>TBL</b> (trade bold listing)		<b>\$216</b>

### WHITE PAGE - REPEATING

Type	ACTION Pages	Price
<b>WRCY</b> (white page repeating corner ad) (every 9 pages)		<b>\$2,940</b>

### INTERNET

Type	ACTION Pages	Price
<b>INT</b> (actionyp.com package)		<b>\$480</b>
<b>WDYB</b> WHO DO YOU Basic		<b>\$120 /yr</b>
<b>WDYP</b> WHO DO YOU Prime		<b>\$588 /yr</b>
<b>WDYPP</b> WHO DO YOU Prime PLUS		<b>\$2,388 /yr</b>

**Independently Owned & Operated**