

2017-2018 Advertising Rate Sheet

PAR19
PARKSVILLE &
QUALICUM BEACH
BRITISH COLUMBIA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$20,256	\$1,688
IFC (inside front cover)	\$10,800	\$900
IFP (inside front page)	\$10,800	\$900
IBC (inside back cover)	\$10,800	\$900
IBP (inside back page)	\$10,800	\$900

For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.

Spine (size to be determined)	\$4,044	\$337
FCB* (1.75"x0.75" front cover button)	\$18,624	\$1,552
PEEL* (nabisco corner)	\$20,964	\$1,747
BAN* (6.75"x1" front cover banner)	\$23,292	\$1,941
MAG (2"x 4" magnet, no ads incl.)	\$12,744	\$1,062
MAG (4"x 4" magnet, no ads incl.)	\$20,844	\$1,737

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)	\$456	\$38
2HSC (1-inch, black & 1 colour)	\$408	\$34
2HSWC (1-inch, black & white & 1 colour)	\$492	\$41
3HS (1.5-inch, black)	\$492	\$41
3HSW (1.5-inch, black & white)	\$600	\$50
3HSA (1.5-inch, black & art)	\$564	\$47
3HSWA (1.5-inch, black & white & art)	\$636	\$53
3HSC (1.5-inch, black & 1 colour)	\$564	\$47
3HSWC (1.5-inch, black & white & 1 colour)	\$660	\$55
3HSCA (1.5-inch, black & 1 colour & art)	\$660	\$55
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$756	\$63
4HS (2-inch, black)	\$672	\$56
4HSW (2-inch, black & white)	\$756	\$63
4HSA (2-inch, black & art)	\$756	\$63
4HSWA (2-inch, black & white & art)	\$780	\$65
4HSC (2-inch, black & 1 colour)	\$756	\$63
4HSWC (2-inch, black & white & 1 colour)	\$804	\$67
4HSCA (2-inch, black & 1 colour & art)	\$804	\$67
4HSWCA (2-inch, black & white & 1 colour & art)	\$852	\$71
TEC (3/8 column, FULL COLOUR)	\$900	\$75

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,076	\$923
BTB (back-to-back, must have coupons)	\$9,732	\$811
FPC (full page)	\$6,888	\$574
TQPC (3/4 page)	\$5,760	\$480
DCC (2/3 page)	\$4,788	\$399
HPC (1/2 page)	\$3,660	\$305
DHCC (1/3 page)	\$2,820	\$235
TQCC (1/4 page)	\$2,328	\$194
DQCC (1/6 page horiz.)	\$1,764	\$147
QCC (1/12 page)	\$936	\$78

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

DTC (double truck)	\$1,572	\$131
BTB (back-to-back, must have coupons)	\$1,068	\$89
FPC (full page)	\$1,008	\$84

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$96
CBL (classified bold listing)		\$180
CBRL (classified bold red listing)		\$396
ABL/RABL (anchor bold / reference anchor bold listing)		\$180
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$264
WBL (white bold business listing)		\$156
SWBL (super white bold listing)		\$348
SWBLL (super white bold logo listing)		\$456
AL (alternate listing)		\$96
EL (extra line)		\$96
WEB (website listing)		\$264

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$684
TBL (trade bold listing)		\$180

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,028

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