

2017-2018 Advertising Rate Sheet

PAY18
PAYSON
ARIZONA

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$12,612	\$1,051
IFC (inside front cover)	\$7,416	\$618
IFP (inside front page)	\$7,416	\$618
IBC (inside back cover)	\$7,044	\$587
IBP (inside back page)	\$7,044	\$587
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$4,080	\$340
FCB* (1.75"x0.75" front cover button)	\$11,592	\$966
PEEL* (nabisco corner)	\$13,068	\$1,089
BAN* (6.75"x1" front cover banner)	\$14,520	\$1,210
MAG (2"x 4" magnet, no ads incl.)	\$11,244	\$937
MAG (4"x 4" magnet, no ads incl.)	\$17,304	\$1,442

*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)	\$300	\$25
2HSW (1-inch, black & white)	\$360	\$30
2HSC (1-inch, black & 1 colour)	\$348	\$29
2HSWC (1-inch, black & white & 1 colour)	\$396	\$33
3HS (1.5-inch, black)	\$384	\$32
3HSW (1.5-inch, black & white)	\$408	\$34
3HSA (1.5-inch, black & art)	\$432	\$36
3HSWA (1.5-inch, black & white & art)	\$468	\$39
3HSC (1.5-inch, black & 1 colour)	\$432	\$36
3HSWC (1.5-inch, black & white & 1 colour)	\$480	\$40
3HSCA (1.5-inch, black & 1 colour & art)	\$492	\$41
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$540	\$45
4HS (2-inch, black)	\$504	\$42
4HSW (2-inch, black & white)	\$552	\$46
4HSA (2-inch, black & art)	\$588	\$49
4HSWA (2-inch, black & white & art)	\$648	\$54
4HSC (2-inch, black & 1 colour)	\$588	\$49
4HSWC (2-inch, black & white & 1 colour)	\$684	\$57
4HSCA (2-inch, black & 1 colour & art)	\$684	\$57
4HSWCA (2-inch, black & white & 1 colour & art)	\$732	\$61
TEC (3/8 column, FULL COLOUR)	\$984	\$82

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$8,220	\$685
BTB (back-to-back, must have coupons)	\$5,592	\$466
FPC (full page)	\$5,376	\$448
TQPC (3/4 page)	\$4,572	\$381
DCC (2/3 page)	\$4,080	\$340
HPC (1/2 page)	\$3,372	\$281
DHCC (1/3 page)	\$2,520	\$210
TQCC (1/4 page)	\$1,920	\$160
DQCC (1/6 page horiz.)	\$1,488	\$124
QCC (1/12 page)	\$948	\$79

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

DTC (double truck)	\$900	\$75
BTB (back-to-back, must have coupons)	\$1,020	\$85
FPC (full page)	\$1,380	\$115

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$84
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)		\$240
WBL (white bold business listing)		\$72
SWBL (super white bold listing)		\$372
SWBLL (super white bold logo listing)		\$492
AL (alternate listing)		\$60
EL (extra line)		\$60
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$744
TBL (trade bold listing)		\$144

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,236

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