

2017-2018 Advertising Rate Sheet

PGE18
PRINCE GEORGE
BRITISH COLUMBIA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$18,408	\$1,534
IFC (inside front cover)	\$10,152	\$846
IFP (inside front page)	\$10,152	\$846
IBC (inside back cover)	\$10,152	\$846
IBP (inside back page)	\$10,152	\$846

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

Spine (size to be determined)	\$10,152	\$846
FCB* (1.75"x0.75" front cover button)	\$14,292	\$1,191
PEEL* (nabisco corner)	\$15,240	\$1,270
BAN* (6.75"x1" front cover banner)	\$16,932	\$1,411
MAG (2"x4" magnet, no ads incl.)	\$23,112	\$1,926
MAG (4"x4" magnet, no ads incl.)	\$34,668	\$2,889

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)	\$444	\$37
2HSW (1-inch, black & white)	\$492	\$41
2HSC (1-inch, black & 1 colour)	\$528	\$44
2HSWC (1-inch, black & white & 1 colour)	\$552	\$46
3HS (1.5-inch, black)	\$516	\$43
3HSW (1.5-inch, black & white)	\$660	\$55
3HSA (1.5-inch, black & art)	\$588	\$49
3HSWA (1.5-inch, black & white & art)	\$708	\$59
3HSC (1.5-inch, black & 1 colour)	\$588	\$49
3HSWC (1.5-inch, black & white & 1 colour)	\$708	\$59
3HSCA (1.5-inch, black & 1 colour & art)	\$648	\$54
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$780	\$65
4HS (2-inch, black)	\$732	\$61
4HSW (2-inch, black & white)	\$876	\$73
4HSA (2-inch, black & art)	\$792	\$66
4HSWA (2-inch, black & white & art)	\$912	\$76
4HSC (2-inch, black & 1 colour)	\$792	\$66
4HSWC (2-inch, black & white & 1 colour)	\$912	\$76
4HSCA (2-inch, black & 1 colour & art)	\$840	\$70
4HSWCA (2-inch, black & white & 1 colour & art)	\$984	\$82
TEC (3/8 column, FULL COLOUR)	\$1,068	\$89

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,184	\$932
BTB (back-to-back, must have coupons)	\$8,472	\$706
FPC (full page)	\$7,632	\$636
TQPC (3/4 page)	\$6,432	\$536
DCC (2/3 page)	\$5,424	\$452
HPC (1/2 page)	\$3,972	\$331
DHCC (1/3 page)	\$2,772	\$231
TQCC (1/4 page)	\$2,316	\$193
DQCC (1/6 page horiz.)	\$1,704	\$142
QCC (1/12 page)	\$1,068	\$89

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

DTC (double truck)	\$1,920	\$160
BTB (back-to-back, must have coupons)	\$1,380	\$115
FPC (full page)	\$1,320	\$110

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$84
CBL (classified bold listing)		\$216
CBRL (classified bold red listing)		\$384
ABL/RABL (anchor bold / reference anchor bold listing)		\$216
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$300
WBL (white bold business listing)		\$120
SWBL (super white bold listing)		\$384
SWBLL (super white bold logo listing)		\$504
AL (alternate listing)		\$84
EL (extra line)		\$84
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$756
TBL (trade bold listing)		\$216

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,472

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