

2017-2018 Advertising Rate Sheet

PRS18
PRESCOTT & AREA
ARIZONA

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$21,228	\$1,769
IFC (inside front cover)	\$11,232	\$936
IFP (inside front page)	\$11,232	\$936
IBC (inside back cover)	\$10,800	\$900
IBP (inside back page)	\$10,800	\$900
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$12,480	\$1,040
FCB* (1.75"x0.75" front cover button)	\$19,524	\$1,627
PEEL* (nabisco corner)	\$21,972	\$1,831
BAN* (6.75"x1" front cover banner)	\$24,408	\$2,034
MAG (2"x 4" magnet, no ads incl.)	\$22,404	\$1,867
MAG (4"x 4" magnet, no ads incl.)	\$32,400	\$2,700

*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)	\$384	\$32
2HSW (1-inch, black & white)	\$456	\$38
2HSC (1-inch, black & 1 colour)	\$444	\$37
2HSWC (1-inch, black & white & 1 colour)	\$504	\$42
3HS (1.5-inch, black)	\$480	\$40
3HSW (1.5-inch, black & white)	\$516	\$43
3HSA (1.5-inch, black & art)	\$540	\$45
3HSWA (1.5-inch, black & white & art)	\$588	\$49
3HSC (1.5-inch, black & 1 colour)	\$540	\$45
3HSWC (1.5-inch, black & white & 1 colour)	\$588	\$49
3HSCA (1.5-inch, black & 1 colour & art)	\$624	\$52
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$684	\$57
4HS (2-inch, black)	\$636	\$53
4HSW (2-inch, black & white)	\$696	\$58
4HSA (2-inch, black & art)	\$744	\$62
4HSWA (2-inch, black & white & art)	\$804	\$67
4HSC (2-inch, black & 1 colour)	\$744	\$62
4HSWC (2-inch, black & white & 1 colour)	\$840	\$70
4HSCA (2-inch, black & 1 colour & art)	\$840	\$70
4HSWCA (2-inch, black & white & 1 colour & art)	\$900	\$75
TEC (3/8 column, FULL COLOUR)	\$1,284	\$107

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$14,856	\$1,238
BTB (back-to-back, must have coupons)	\$10,524	\$877
FPC (full page)	\$10,044	\$837
TQPC (3/4 page)	\$8,760	\$730
DCC (2/3 page)	\$7,548	\$629
HPC (1/2 page)	\$5,676	\$473
DHCC (1/3 page)	\$3,996	\$333
TQCC (1/4 page)	\$3,060	\$255
DQCC (1/6 page horiz.)	\$2,112	\$176
QCC (1/12 page)	\$1,308	\$109

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)		\$96
CBL (classified bold listing)		\$192
CBRL (classified bold red listing)		\$360
ABL/RABL (anchor bold / reference anchor bold listing)		\$192
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$300
WBL (white bold business listing)		\$72
SWBL (super white bold listing)		\$372
SWBLL (super white bold logo listing)		\$492
AL (alternate listing)		\$72
EL (extra line)		\$72
WEB (website listing)		\$180

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$732
TBL (trade bold listing)		\$180

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,836

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