

2017-2018 Advertising Rate Sheet

RED18
RED DEER
ALBERTA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$25,344	\$2,112
IFC (inside front cover)	\$13,752	\$1,146
IFP (inside front page)	\$13,752	\$1,146
IBC (inside back cover)	\$13,320	\$1,110
IBP (inside back page)	\$13,320	\$1,110
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$13,104	\$1,092
FCB* (1.75"x0.75" front cover button)	\$22,800	\$1,900
PEEL* (nabisco corner)	\$26,700	\$2,225
BAN* (6.75"x1" front cover banner)	\$29,664	\$2,472
MAG (2"x 4" magnet, no ads incl.)	\$33,372	\$2,781
MAG (4"x 4" magnet, no ads incl.)	\$50,064	\$4,172

*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)	\$552	\$46
2HSC (1-inch, black & 1 colour)	\$516	\$43
2HSWC (1-inch, black & white & 1 colour)	\$588	\$49
3HS (1.5-inch, black)	\$588	\$49
3HSW (1.5-inch, black & white)	\$708	\$59
3HSA (1.5-inch, black & art)	\$696	\$58
3HSWA (1.5-inch, black & white & art)	\$756	\$63
3HSC (1.5-inch, black & 1 colour)	\$696	\$58
3HSWC (1.5-inch, black & white & 1 colour)	\$828	\$69
3HSCA (1.5-inch, black & 1 colour & art)	\$792	\$66
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$864	\$72
4HS (2-inch, black)	\$792	\$66
4HSW (2-inch, black & white)	\$960	\$80
4HSA (2-inch, black & art)	\$876	\$73
4HSWA (2-inch, black & white & art)	\$972	\$81
4HSC (2-inch, black & 1 colour)	\$876	\$73
4HSWC (2-inch, black & white & 1 colour)	\$1,008	\$84
4HSCA (2-inch, black & 1 colour & art)	\$984	\$82
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,092	\$91
TEC (3/8 column, FULL COLOUR)	\$984	\$82

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$15,528	\$1,294
BTB (back-to-back, must have coupons)	\$10,752	\$896
FPC (full page)	\$10,260	\$855
TQPC (3/4 page)	\$8,112	\$676
DCC (2/3 page)	\$7,044	\$587
HPC (1/2 page)	\$5,532	\$461
DHCC (1/3 page)	\$3,768	\$314
TQCC (1/4 page)	\$2,724	\$227
DQCC (1/6 page horiz.)	\$2,100	\$175
QCC (1/12 page)	\$1,176	\$98

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

DTC (double truck)	\$2,040	\$170
BTB (back-to-back, must have coupons)	\$1,296	\$108
FPC (full page)	\$1,236	\$103

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$108
CBL (classified bold listing)		\$228
CBRL (classified bold red listing)		\$372
ABL/RABL (anchor bold / reference anchor bold listing)		\$228
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$372
WBL (white bold business listing)		\$168
SWBL (super white bold listing)		\$372
SWBLL (super white bold logo listing)		\$492
AL (alternate listing)		\$96
EL (extra line)		\$96
WEB (website listing)		\$264

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$720
TBL (trade bold listing)		\$228

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$3,096

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