

2017-2018 Advertising Rate Sheet

SF018
STRATFORD
ONTARIO

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$20,244	\$1,687
IFC (inside front cover)	\$11,700	\$975
IFP (inside front page)	\$11,700	\$975
IBC (inside back cover)	\$11,472	\$956
IBP (inside back page)	\$11,472	\$956
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$12,468	\$1,039
FCB* (1.75"x0.75" front cover button)	\$18,624	\$1,552
PEEL* (nabisco corner)	\$20,952	\$1,746
BAN* (6.75"x1" front cover banner)	\$23,280	\$1,940
MAG (2"x 4" magnet, no ads incl.)	\$21,852	\$1,821
MAG (4"x 4" magnet, no ads incl.)	\$33,288	\$2,774

*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)	\$396	\$33
2HSW (1-inch, black & white)	\$492	\$41
2HSC (1-inch, black & 1 colour)	\$456	\$38
2HSWC (1-inch, black & white & 1 colour)	\$516	\$43
3HS (1.5-inch, black)	\$576	\$48
3HSW (1.5-inch, black & white)	\$684	\$57
3HSA (1.5-inch, black & art)	\$648	\$54
3HSWA (1.5-inch, black & white & art)	\$708	\$59
3HSC (1.5-inch, black & 1 colour)	\$648	\$54
3HSWC (1.5-inch, black & white & 1 colour)	\$768	\$64
3HSCA (1.5-inch, black & 1 colour & art)	\$732	\$61
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$804	\$67
4HS (2-inch, black)	\$660	\$55
4HSW (2-inch, black & white)	\$792	\$66
4HSA (2-inch, black & art)	\$828	\$69
4HSWA (2-inch, black & white & art)	\$924	\$77
4HSC (2-inch, black & 1 colour)	\$828	\$69
4HSWC (2-inch, black & white & 1 colour)	\$960	\$80
4HSCA (2-inch, black & 1 colour & art)	\$972	\$81
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,068	\$89
TEC (3/8 column, FULL COLOUR)	\$1,152	\$96

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,592	\$966
BTB (back-to-back, must have coupons)	\$10,140	\$845
FPC (full page)	\$7,248	\$604
TQPC (3/4 page)	\$5,748	\$479
DCC (2/3 page)	\$4,944	\$412
HPC (1/2 page)	\$4,044	\$337
DHCC (1/3 page)	\$2,796	\$233
TQCC (1/4 page)	\$2,436	\$203
DQCC (1/6 page horiz.)	\$1,944	\$162
QCC (1/12 page)	\$1,152	\$96

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

DTC (double truck)	\$1,800	\$150
BTB (back-to-back, must have coupons)	\$1,260	\$105
FPC (full page)	\$1,200	\$100

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$132
CBL (classified bold listing)		\$216
CBRL (classified bold red listing)		\$408
ABL/RABL (anchor bold / reference anchor bold listing)		\$216
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$288
WBL (white bold business listing)		\$192
SWBL (super white bold listing)		\$396
SWBLL (super white bold logo listing)		\$528
AL (alternate listing)		\$96
EL (extra line)		\$96
WEB (website listing)		\$252

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$780
TBL (trade bold listing)		\$216

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$2,856

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