

2017-2018 Advertising Rate Sheet

SID18
SIDNEY ~ SAANICH
BRITISH COLUMBIA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$26,724	\$2,227
IFC (inside front cover)	\$14,700	\$1,225
IFP (inside front page)	\$14,700	\$1,225
IBC (inside back cover)	\$13,356	\$1,113
IBP (inside back page)	\$13,356	\$1,113
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$13,356	\$1,113
FCB* (1.75"x0.75" front cover button)	\$24,588	\$2,049
PEEL* (nabisco corner)	\$27,672	\$2,306
BAN* (6.75"x1" front cover banner)	\$30,744	\$2,562
MAG (2"x 4" magnet, no ads incl.)	\$25,212	\$2,101
MAG (4"x 4" magnet, no ads incl.)	\$40,968	\$3,414

*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)	\$372	\$31
2HSW (1-inch, black & white)	\$468	\$39
2HSC (1-inch, black & 1 colour)	\$420	\$35
2HSWC (1-inch, black & white & 1 colour)	\$480	\$40
3HS (1.5-inch, black)	\$492	\$41
3HSW (1.5-inch, black & white)	\$588	\$49
3HSA (1.5-inch, black & art)	\$552	\$46
3HSWA (1.5-inch, black & white & art)	\$600	\$50
3HSC (1.5-inch, black & 1 colour)	\$552	\$46
3HSWC (1.5-inch, black & white & 1 colour)	\$660	\$55
3HSCA (1.5-inch, black & 1 colour & art)	\$612	\$51
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$672	\$56
4HS (2-inch, black)	\$660	\$55
4HSW (2-inch, black & white)	\$792	\$66
4HSA (2-inch, black & art)	\$720	\$60
4HSWA (2-inch, black & white & art)	\$792	\$66
4HSC (2-inch, black & 1 colour)	\$720	\$60
4HSWC (2-inch, black & white & 1 colour)	\$816	\$68
4HSCA (2-inch, black & 1 colour & art)	\$840	\$70
4HSWCA (2-inch, black & white & 1 colour & art)	\$936	\$78
TEC (3/8 column, FULL COLOUR)	\$1,044	\$87

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$10,956	\$913
BTB (back-to-back, must have coupons)	\$9,384	\$782
FPC (full page)	\$7,608	\$634
TQPC (3/4 page)	\$6,276	\$523
DCC (2/3 page)	\$5,544	\$462
HPC (1/2 page)	\$4,212	\$351
DHCC (1/3 page)	\$3,072	\$256
TQCC (1/4 page)	\$2,532	\$211
DQCC (1/6 page horiz.)	\$1,992	\$166
QCC (1/12 page)	\$1,080	\$90

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

DTC (double truck)	\$1,548	\$129
BTB (back-to-back, must have coupons)	\$984	\$82
FPC (full page)	\$924	\$77

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$120
CBL (classified bold listing)		\$192
CBRL (classified bold red listing)		\$396
ABL/RABL (anchor bold / reference anchor bold listing)		\$192
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$300
WBL (white bold business listing)		\$168
SWBL (super white bold listing)		\$348
SWBLL (super white bold logo listing)		\$444
AL (alternate listing)		\$96
EL (extra line)		\$96
WEB (website listing)		\$264

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$804
TBL (trade bold listing)		\$192

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$4,416

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