

## 2017-2018 Advertising Rate Sheet

SJC18  
SAN JUAN COUNTY  
NEW MEXICO

### PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
<b>OBC</b> (outside back cover)	\$24,240	\$2,020
<b>IFC</b> (inside front cover)	\$12,240	\$1,020
<b>IFP</b> (inside front page)	\$1,240	\$103
<b>IBC</b> (inside back cover)	\$11,940	\$995
<b>IBP</b> (inside back page)	\$11,940	\$995
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
<b>Spine</b> (size to be determined)	\$8,400	\$700
<b>FCB*</b> (1.75"x0.75" front cover button)	\$21,240	\$1,770
<b>PEEL*</b> (nabisco corner)	\$24,516	\$2,043
<b>BAN*</b> (6.75"x1" front cover banner)	\$27,240	\$2,270
<b>MAG</b> (2"x 4" magnet, no ads incl.)	\$28,440	\$2,370
<b>MAG</b> (4"x 4" magnet, no ads incl.)	\$38,460	\$3,205

*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
<b>2HS</b> (1-inch, black)	\$336	\$28
<b>2HSW</b> (1-inch, black & white)	\$444	\$37
<b>2HSC</b> (1-inch, black & 1 colour)	\$420	\$35
<b>2HSWC</b> (1-inch, black & white & 1 colour)	\$480	\$40
<b>3HS</b> (1.5-inch, black)	\$456	\$38
<b>3HSW</b> (1.5-inch, black & white)	\$708	\$59
<b>3HSA</b> (1.5-inch, black & art)	\$504	\$42
<b>3HSWA</b> (1.5-inch, black & white & art)	\$720	\$60
<b>3HSC</b> (1.5-inch, black & 1 colour)	\$708	\$59
<b>3HSWC</b> (1.5-inch, black & white & 1 colour)	\$732	\$61
<b>3HSCA</b> (1.5-inch, black & 1 colour & art)	\$720	\$60
<b>3HSWCA</b> (1.5-inch, black & white & 1 colour & art)	\$744	\$62
<b>4HS</b> (2-inch, black)	\$648	\$54
<b>4HSW</b> (2-inch, black & white)	\$840	\$70
<b>4HSA</b> (2-inch, black & art)	\$672	\$56
<b>4HSWA</b> (2-inch, black & white & art)	\$864	\$72
<b>4HSC</b> (2-inch, black & 1 colour)	\$744	\$62
<b>4HSWC</b> (2-inch, black & white & 1 colour)	\$88	\$7
<b>4HSCA</b> (2-inch, black & 1 colour & art)	\$756	\$63
<b>4HSWCA</b> (2-inch, black & white & 1 colour & art)	\$924	\$77
<b>TEC</b> (3/8 column, FULL COLOUR)	\$1,260	\$105

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

**Independently Owned & Operated**

### DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
<b>DTC</b> (double truck)	\$16,620	\$1,385
<b>BTB</b> (back-to-back, must have coupons)	\$10,440	\$870
<b>FPC</b> (full page)	\$9,960	\$830
<b>TQPC</b> (3/4 page)	\$8,940	\$745
<b>DCC</b> (2/3 page)	\$7,620	\$635
<b>HPC</b> (1/2 page)	\$5,880	\$490
<b>DHCC</b> (1/3 page)	\$4,020	\$335
<b>TQCC</b> (1/4 page)	\$3,060	\$255
<b>DQCC</b> (1/6 page horiz.)	\$2,040	\$170
<b>QCC</b> (1/12 page)	\$1,080	\$90

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

<b>DTC</b> (double truck)	\$2,100	\$175
<b>BTB</b> (back-to-back, must have coupons)	\$1,560	\$130
<b>FPC</b> (full page)	\$1,500	\$125

### LISTINGS

Type	ACTION Pages	Price
<b>CRL</b> (classified regular listing)		\$120
<b>CBL</b> (classified bold listing)		\$192
<b>CBRL</b> (classified bold red listing)		\$360
<b>ABL/RABL</b> (anchor bold / reference anchor bold listing)		\$192
<b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing)		\$600
<b>WBL</b> (white bold business listing)		\$180
<b>SWBL</b> (super white bold listing)		\$480
<b>SWBLL</b> (super white bold logo listing)		\$600
<b>AL</b> (alternate listing)		\$96
<b>EL</b> (extra line)		\$96
<b>WEB</b> (website listing)		\$120

### TRADEMARK LISTINGS

Type	ACTION Pages	Price
<b>TM</b> (trademark - listings sold separately)		\$720
<b>TBL</b> (trade bold listing)		\$192

### WHITE PAGE - REPEATING

Type	ACTION Pages	Price
<b>WRCY</b> (white page repeating corner ad) (every 9 pages)		\$1,800

### INTERNET

Type	ACTION Pages	Price
<b>INT</b> (actionyp.com package)		\$480
<b>WDYB</b> WHO DO YOU Basic		\$120 /yr
<b>WDYP</b> WHO DO YOU Prime		\$588 /yr
<b>WDYPP</b> WHO DO YOU Prime PLUS		\$2,388 /yr