

## 2017-2018 Advertising Rate Sheet

SKA18  
SKAGIT & ISLANDS  
WASHINGTON

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

Ad Size	ACTION Pages	Monthly
<b>OBC</b> (outside back cover)	\$26,352	\$2,196
<b>IFC</b> (inside front cover)	\$12,480	\$1,040
<b>IFP</b> (inside front page)	\$12,480	\$1,040
<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)	\$15,060	\$1,255
<b>FCB*</b> (1.75"x0.75" front cover button)	\$24,240	\$2,020
<b>PEEL*</b> (nabisco corner)	\$27,276	\$2,273
<b>BAN*</b> (6.75"x1" front cover banner)	\$30,300	\$2,525
<b>MAG</b> (2"x 4" magnet, no ads incl.)	\$36,000	\$3,000
<b>MAG</b> (4"x 4" magnet, no ads incl.)	\$51,000	\$4,250

*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)	\$588	\$49
<b>2HSW</b> (1-inch, black & white)	\$744	\$62
<b>2HSC</b> (1-inch, black & 1 colour)	\$660	\$55
<b>2HSWC</b> (1-inch, black & white & 1 colour)	\$780	\$65
<b>3HS</b> (1.5-inch, black)	\$624	\$52
<b>3HSW</b> (1.5-inch, black & white)	\$780	\$65
<b>3HSA</b> (1.5-inch, black & art)	\$732	\$61
<b>3HSWA</b> (1.5-inch, black & white & art)	\$972	\$81
<b>3HSC</b> (1.5-inch, black & 1 colour)	\$756	\$63
<b>3HSWC</b> (1.5-inch, black & white & 1 colour)	\$1,044	\$87
<b>3HSCA</b> (1.5-inch, black & 1 colour & art)	\$888	\$74
<b>3HSWCA</b> (1.5-inch, black & white & 1 colour & art)	\$1,080	\$90
<b>4HS</b> (2-inch, black)	\$888	\$74
<b>4HSW</b> (2-inch, black & white)	\$1,042	\$87
<b>4HSA</b> (2-inch, black & art)	\$1,284	\$107
<b>4HSWA</b> (2-inch, black & white & art)	\$1,092	\$91
<b>4HSC</b> (2-inch, black & 1 colour)	\$1,284	\$107
<b>4HSWC</b> (2-inch, black & white & 1 colour)	\$1,380	\$115
<b>4HSCA</b> (2-inch, black & 1 colour & art)	\$1,320	\$110
<b>4HSWCA</b> (2-inch, black & white & 1 colour & art)	\$1,480	\$123
<b>TEC</b> (3/8 column, FULL COLOUR)	\$1,980	\$165

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)	\$19,980	\$1,665
<b>BTB</b> (back-to-back, must have coupons)	\$14,280	\$1,190
<b>FPC</b> (full page)	\$12,960	\$1,080
<b>TQPC</b> (3/4 page)	\$10,644	\$887
<b>DCC</b> (2/3 page)	\$9,396	\$783
<b>HPC</b> (1/2 page)	\$7,620	\$635
<b>DHCC</b> (1/3 page)	\$5,220	\$435
<b>TQCC</b> (1/4 page)	\$4,140	\$345
<b>DQCC</b> (1/6 page horiz.)	\$3,060	\$255
<b>QCC</b> (1/12 page)	\$1,980	\$165

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

<b>DTC</b> (double truck)	\$1,800	\$150
<b>BTB</b> (back-to-back, must have coupons)	\$1,320	\$110
<b>FPC</b> (full page)	\$1,200	\$100

### LISTINGS

Type	ACTION Pages	Price
<b>CRL</b> (classified regular listing)		\$240
<b>CBL</b> (classified bold listing)		\$360
<b>CBRL</b> (classified bold red listing)		\$492
<b>ABL/RABL</b> (anchor bold / reference anchor bold listing)		\$360
<b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing)		\$492
<b>WBL</b> (white bold business listing)		\$240
<b>SWBL</b> (super white bold listing)		\$420
<b>SWBLL</b> (super white bold logo listing)		\$540
<b>AL</b> (alternate listing)		\$180
<b>EL</b> (extra line)		\$180
<b>WEB</b> (website listing)		\$240

### TRADEMARK LISTINGS

Type	ACTION Pages	Price
<b>TM</b> (trademark - listings sold separately)		\$720
<b>TBL</b> (trade bold listing)		\$312

### WHITE PAGE - REPEATING

Type	ACTION Pages	Price
<b>WRCY</b> (white page repeating corner ad) (every 9 pages)		\$2,400

### 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