

2017-2018 Advertising Rate Sheet

SL018
SAN LUIS OBISPO
CALIFORNIA

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$17,652	\$1,471
IFC (inside front cover)	\$14,400	\$1,200
IFP (inside front page)	\$14,400	\$1,200
IBC (inside back cover)	\$12,720	\$1,060
IBP (inside back page)	\$12,720	\$1,060
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$8,808	\$734
FCB (1.75"x0.75" front cover button)	\$16,248	\$1,354
PEEL* (nabisco corner)	\$18,264	\$1,522
BAN (6.75"x1" front cover banner)	\$20,292	\$1,691
MAG (2"x 4" magnet, no ads incl.)	\$12,240	\$1,020
MAG (4"x 4" magnet, no ads incl.)	\$21,420	\$1,785

*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 color)	\$504	\$42
2HSWC (1-inch, black & white & 1 color)	\$576	\$48
3HS (1.5-inch, black)	\$636	\$53
3HSW (1.5-inch, black & white)	\$756	\$63
3HSA (1.5-inch, black & art)	\$720	\$60
3HSWA (1.5-inch, black & white & art)	\$780	\$65
3HSC (1.5-inch, black & 1 color)	\$720	\$60
3HSWC (1.5-inch, black & white & 1 color)	\$864	\$72
3HSCA (1.5-inch, black & 1 color & art)	\$816	\$68
3HSWCA (1.5-inch, black & white & 1 color & art)	\$900	\$75
4HS (2-inch, black)	\$816	\$68
4HSW (2-inch, black & white)	\$984	\$82
4HSA (2-inch, black & art)	\$936	\$78
4HSWA (2-inch, black & white & art)	\$1,032	\$86
4HSC (2-inch, black & 1 color)	\$936	\$78
4HSWC (2-inch, black & white & 1 color)	\$1,068	\$89
4HSCA (2-inch, black & 1 color & art)	\$1,080	\$90
4HSWCA (2-inch, black & white & 1 color & art)	\$1,188	\$99
TEC (3/8 column, FULL COLOR)	\$1,260	\$105

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

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$7,620	\$635
BTB (back-to-back, must have coupons)	\$7,128	\$594
FPC (full page)	\$5,952	\$496
DCC (2/3 page)	\$4,704	\$392
HPC (1/2 page)	\$3,816	\$318
DHCC (1/3 page)	\$2,796	\$233
DQCC (1/4 page horiz.)	\$2,052	\$171
QCC (1/8 page)	\$1,188	\$99
Restaurant Section DTC, BTB, and FPC Includes TEC Ad:		
DTC (double truck)	\$960	\$80
BTB (back-to-back, must have coupons)	\$1,080	\$90
FPC (full page)	\$1,500	\$125

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$120
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)		\$348
WBL (white bold business listing)		\$204
SWBL (super white bold listing)		\$444
SWBLL (super white bold logo listing)		\$588
AL (alternate listing)		\$120
EL (extra line)		\$120
WEB (website listing)		\$288

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)		\$2,940

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

Independently Owned & Operated