

2017-2018 Advertising Rate Sheet

SSM18
SAULT STE MARIE
ONTARIO

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$22,704	\$1,892
IFC (inside front cover)	\$13,620	\$1,135
IFP (inside front page)	\$13,620	\$1,135
IBC (inside back cover)	\$11,676	\$973
IBP (inside back page)	\$11,676	\$973
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$12,972	\$1,081
FCB* (1.75"x0.75" front cover button)	\$20,892	\$1,741
PEEL* (nabisco corner)	\$23,496	\$1,958
BAN* (6.75"x1" front cover banner)	\$26,112	\$2,176
MAG (2"x 4" magnet, no ads incl.)	\$26,520	\$2,210
MAG (4"x 4" magnet, no ads incl.)	\$39,780	\$3,315

*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)	\$420	\$35
2HSW (1-inch, black & white)	\$480	\$40
2HSC (1-inch, black & 1 colour)	\$516	\$43
2HSWC (1-inch, black & white & 1 colour)	\$612	\$51
3HS (1.5-inch, black)	\$588	\$49
3HSW (1.5-inch, black & white)	\$636	\$53
3HSA (1.5-inch, black & art)	\$696	\$58
3HSWA (1.5-inch, black & white & art)	\$828	\$69
3HSC (1.5-inch, black & 1 colour)	\$696	\$58
3HSWC (1.5-inch, black & white & 1 colour)	\$768	\$64
3HSCA (1.5-inch, black & 1 colour & art)	\$780	\$65
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$948	\$79
4HS (2-inch, black)	\$792	\$66
4HSW (2-inch, black & white)	\$876	\$73
4HSA (2-inch, black & art)	\$900	\$75
4HSWA (2-inch, black & white & art)	\$1,032	\$86
4HSC (2-inch, black & 1 colour)	\$900	\$75
4HSWC (2-inch, black & white & 1 colour)	\$996	\$83
4HSCA (2-inch, black & 1 colour & art)	\$1,008	\$84
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,200	\$100
TEC (3/8 column, FULL COLOUR)	\$1,224	\$102

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$12,972	\$1,081
BTB (back-to-back, must have coupons)	\$9,672	\$806
FPC (full page)	\$9,168	\$764
TQPC (3/4 page)	\$7,788	\$649
DCC (2/3 page)	\$6,876	\$573
HPC (1/2 page)	\$5,184	\$432
DHCC (1/3 page)	\$3,888	\$324
TQCC (1/4 page)	\$2,796	\$233
DQCC (1/6 page horiz.)	\$2,208	\$184
QCC (1/12 page)	\$1,164	\$97

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

DTC (double truck)	\$1,960	\$163
BTB (back-to-back, must have coupons)	\$1,320	\$110
FPC (full page)	\$1,260	\$105

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