

2017-2018 Advertising Rate Sheet

SUD18
SUDBURY
ONTARIO

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$25,944	\$2,162
IFC (inside front cover)	\$14,268	\$1,189
IFP (inside front page)	\$14,268	\$1,189
IBC (inside back cover)	\$14,268	\$1,189
IBP (inside back page)	\$14,268	\$1,189
<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)	\$23,868	\$1,989
PEEL* (nabisco corner)	\$26,856	\$2,238
BAN* (6.75"x1" front cover banner)	\$29,844	\$2,487
MAG (2"x 4" magnet, no ads incl.)	\$36,720	\$3,060
MAG (4"x 4" magnet, no ads incl.)	\$52,020	\$4,335

*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)	\$516	\$43
2HSW (1-inch, black & white)	\$588	\$49
2HSC (1-inch, black & 1 colour)	\$612	\$51
2HSWC (1-inch, black & white & 1 colour)	\$732	\$61
3HS (1.5-inch, black)	\$840	\$70
3HSW (1.5-inch, black & white)	\$924	\$77
3HSA (1.5-inch, black & art)	\$936	\$78
3HSWA (1.5-inch, black & white & art)	\$1,116	\$93
3HSC (1.5-inch, black & 1 colour)	\$936	\$78
3HSWC (1.5-inch, black & white & 1 colour)	\$1,032	\$86
3HSCA (1.5-inch, black & 1 colour & art)	\$1,020	\$85
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$1,224	\$102
4HS (2-inch, black)	\$1,020	\$85
4HSW (2-inch, black & white)	\$1,116	\$93
4HSA (2-inch, black & art)	\$1,104	\$92
4HSWA (2-inch, black & white & art)	\$1,260	\$105
4HSC (2-inch, black & 1 colour)	\$1,104	\$92
4HSWC (2-inch, black & white & 1 colour)	\$1,212	\$101
4HSCA (2-inch, black & 1 colour & art)	\$1,200	\$100
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,440	\$120
TEC (3/8 column, FULL COLOUR)	\$588	\$49

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$18,168	\$1,514
BTB (back-to-back, must have coupons)	\$14,916	\$1,243
FPC (full page)	\$12,780	\$1,065
TQPC (3/4 page)	\$10,380	\$865
DCC (2/3 page)	\$9,084	\$757
HPC (1/2 page)	\$7,524	\$627
DHCC (1/3 page)	\$5,772	\$481
TQCC (1/4 page)	\$4,284	\$357
DQCC (1/6 page horiz.)	\$3,108	\$259
QCC (1/12 page)	\$1,560	\$130

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

DTC (double truck)	\$2040	\$170
BTB (back-to-back, must have coupons)	\$1320	\$110
FPC (full page)	\$1260	\$105

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$132
CBL (classified bold listing)		\$228
CBRL (classified bold red listing)		\$420
ABL/RABL (anchor bold / reference anchor bold listing)		\$228
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$336
WBL (white bold business listing)		\$192
SWBL (super white bold listing)		\$408
SWBLL (super white bold logo listing)		\$576
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)		\$228

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$4,224

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