

2017-2018 Advertising Rate Sheet

SWC18
SOUTHWEST
COLORADO
COLORADO

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$24,720	\$2,060
IFC (inside front cover)	\$11,016	\$918
IFP (inside front page)	\$11,016	\$918
IBC (inside back cover)	\$10,584	\$882
IBP (inside back page)	\$10,584	\$882
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$10,584	\$882
FCB* (1.75"x0.75" front cover button)	\$21,660	\$1,805
PEEL* (nabisco corner)	\$25,992	\$2,166
BAN* (6.75"x1" front cover banner)	\$28,884	\$2,407
MAG (2"x 4" magnet, no ads incl.)	\$28,848	\$2,404
MAG (4"x 4" magnet, no ads incl.)	\$28,152	\$2,346

*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)	\$336	\$28
2HSW (1-inch, black & white)	\$444	\$37
2HSC (1-inch, black & 1 colour)	\$420	\$35
2HSWC (1-inch, black & white & 1 colour)	\$480	\$40
3HS (1.5-inch, black)	\$480	\$40
3HSW (1.5-inch, black & white)	\$516	\$43
3HSA (1.5-inch, black & art)	\$540	\$45
3HSWA (1.5-inch, black & white & art)	\$588	\$49
3HSC (1.5-inch, black & 1 colour)	\$540	\$45
3HSWC (1.5-inch, black & white & 1 colour)	\$600	\$50
3HSCA (1.5-inch, black & 1 colour & art)	\$624	\$52
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$684	\$57
4HS (2-inch, black)	\$636	\$53
4HSW (2-inch, black & white)	\$696	\$58
4HSA (2-inch, black & art)	\$744	\$62
4HSWA (2-inch, black & white & art)	\$816	\$68
4HSC (2-inch, black & 1 colour)	\$744	\$62
4HSWC (2-inch, black & white & 1 colour)	\$852	\$71
4HSCA (2-inch, black & 1 colour & art)	\$852	\$71
4HSWCA (2-inch, black & white & 1 colour & art)	\$912	\$76
TEC (3/8 column, FULL COLOUR)	\$1,188	\$99

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$14,712	\$1,226
BTB (back-to-back, must have coupons)	\$9,144	\$762
FPC (full page)	\$8,676	\$723
TQPC (3/4 page)	\$7,668	\$639
DCC (2/3 page)	\$6,300	\$525
HPC (1/2 page)	\$4,824	\$402
DHCC (1/3 page)	\$3,336	\$278
TQCC (1/4 page)	\$2,592	\$216
DQCC (1/6 page horiz.)	\$1,788	\$149
QCC (1/12 page)	\$1,020	\$85

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

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

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$96
CBL (classified bold listing)		\$228
CBRL (classified bold red listing)		\$360
ABL/RABL (anchor bold / reference anchor bold listing)		\$228
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$240
WBL (white bold business listing)		\$60
SWBL (super white bold listing)		\$360
SWBLL (super white bold logo listing)		\$480
AL (alternate listing)		\$84
EL (extra line)		\$84
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$720
TBL (trade bold listing)		\$228

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,440

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