

2017-2018 Advertising Rate Sheet

TKP18
NORTHWEST REGION
BRITISH COLUMBIA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$20,436	\$1,703
IFC (inside front cover)	\$13,176	\$1,098
IFP (inside front page)	\$13,176	\$1,098
IBC (inside back cover)	\$12,036	\$1,003
IBP (inside back page)	\$12,036	\$1,003
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$10,896	\$908
FCB* (1.75"x0.75" front cover button)	\$18,804	\$1,567
PEEL* (nabisco corner)	\$21,144	\$1,762
BAN* (6.75"x1" front cover banner)	\$23,496	\$1,958
MAG (2"x 4" magnet, no ads incl.)	\$21,420	\$1,785
MAG (4"x 4" magnet, no ads incl.)	\$31,056	\$2,588

*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)	\$348	\$29
2HSW (1-inch, black & white)	\$444	\$37
2HSC (1-inch, black & 1 colour)	\$432	\$36
2HSWC (1-inch, black & white & 1 colour)	\$492	\$41
3HS (1.5-inch, black)	\$516	\$43
3HSW (1.5-inch, black & white)	\$612	\$51
3HSA (1.5-inch, black & art)	\$576	\$48
3HSWA (1.5-inch, black & white & art)	\$636	\$53
3HSC (1.5-inch, black & 1 colour)	\$576	\$48
3HSWC (1.5-inch, black & white & 1 colour)	\$696	\$58
3HSCA (1.5-inch, black & 1 colour & art)	\$636	\$53
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$696	\$58
4HS (2-inch, black)	\$696	\$58
4HSW (2-inch, black & white)	\$828	\$69
4HSA (2-inch, black & art)	\$756	\$63
4HSWA (2-inch, black & white & art)	\$828	\$69
4HSC (2-inch, black & 1 colour)	\$756	\$63
4HSWC (2-inch, black & white & 1 colour)	\$852	\$71
4HSCA (2-inch, black & 1 colour & art)	\$828	\$69
4HSWCA (2-inch, black & white & 1 colour & art)	\$924	\$77
TEC (3/8 column, FULL COLOUR)	\$1,092	\$91

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,604	\$967
BTB (back-to-back, must have coupons)	\$10,356	\$863
FPC (full page)	\$7,344	\$612
TQPC (3/4 page)	\$6,132	\$511
DCC (2/3 page)	\$5,184	\$432
HPC (1/2 page)	\$4,080	\$340
DHCC (1/3 page)	\$2,856	\$238
TQCC (1/4 page)	\$2,484	\$207
DQCC (1/6 page horiz.)	\$1,968	\$164
QCC (1/12 page)	\$1,092	\$91

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

DTC (double truck)	\$1,800	\$150
BTB (back-to-back, must have coupons)	\$1,260	\$105
FPC (full page)	\$1,200	\$100

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$96
CBL (classified bold listing)		\$216
CBRL (classified bold red listing)		\$420
ABL/RABL (anchor bold / reference anchor bold listing)		\$216
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$324
WBL (white bold business listing)		\$192
SWBL (super white bold listing)		\$420
SWBLL (super white bold logo listing)		\$540
AL (alternate listing)		\$84
EL (extra line)		\$84
WEB (website listing)		\$264

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$744
TBL (trade bold listing)		\$216

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$3,000

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