

2017-2018 Advertising Rate Sheet

WHS18
SOUTH WHIDBEY
WASHINGTON

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

| Ad Size | ACTION Pages | Monthly |
|--|--------------|---------|
| OBC (outside back cover) | \$12,216 | \$1,018 |
| IFC (inside front cover) | \$7,308 | \$609 |
| IFP (inside front page) | \$7,308 | \$609 |
| IBC (inside back cover) | \$7,056 | \$588 |
| IBP (inside back page) | \$7,056 | \$588 |
| <i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i> | | |
| Spine (size to be determined) | \$4,380 | \$365 |
| FCB* (1.75"x0.75" front cover button) | \$11,232 | \$936 |
| PEEL* (nabisco corner) | \$12,648 | \$1,054 |
| BAN* (6.75"x1" front cover banner) | \$14,052 | \$1,171 |
| MAG (2"x 4" magnet, no ads incl.) | \$12,480 | \$1,040 |
| MAG (4"x 4" magnet, no ads incl.) | \$20,808 | \$1,734 |

*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) | \$420 | \$35 |
| 2HSC (1-inch, black & 1 colour) | \$396 | \$33 |
| 2HSWC (1-inch, black & white & 1 colour) | \$480 | \$40 |
| 3HS (1.5-inch, black) | \$432 | \$36 |
| 3HSW (1.5-inch, black & white) | \$480 | \$40 |
| 3HSA (1.5-inch, black & art) | \$492 | \$41 |
| 3HSWA (1.5-inch, black & white & art) | \$552 | \$46 |
| 3HSC (1.5-inch, black & 1 colour) | \$492 | \$41 |
| 3HSWC (1.5-inch, black & white & 1 colour) | \$552 | \$46 |
| 3HSCA (1.5-inch, black & 1 colour & art) | \$588 | \$49 |
| 3HSWCA (1.5-inch, black & white & 1 colour & art) | \$612 | \$51 |
| 4HS (2-inch, black) | \$492 | \$41 |
| 4HSW (2-inch, black & white) | \$588 | \$49 |
| 4HSA (2-inch, black & art) | \$576 | \$48 |
| 4HSWA (2-inch, black & white & art) | \$636 | \$53 |
| 4HSC (2-inch, black & 1 colour) | \$576 | \$48 |
| 4HSWC (2-inch, black & white & 1 colour) | \$636 | \$53 |
| 4HSCA (2-inch, black & 1 colour & art) | \$672 | \$56 |
| 4HSWCA (2-inch, black & white & 1 colour & art) | \$708 | \$59 |
| TEC (3/8 column, FULL COLOUR) | \$924 | \$77 |

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

| Ad Size | ACTION Pages | Monthly |
|--|--------------|---------|
| DTC (double truck) | \$7,620 | \$635 |
| BTB (back-to-back, must have coupons) | \$6,276 | \$523 |
| FPC (full page) | \$4,860 | \$405 |
| TQPC (3/4 page) | \$4,188 | \$349 |
| DCC (2/3 page) | \$3,696 | \$308 |
| HPC (1/2 page) | \$2,976 | \$248 |
| DHCC (1/3 page) | \$2,256 | \$188 |
| TQCC (1/4 page) | \$1,872 | \$156 |
| DQCC (1/6 page horiz.) | \$1,500 | \$125 |
| QCC (1/12 page) | \$864 | \$72 |

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

| | | |
|--|---------|-------|
| DTC (double truck) | \$1,800 | \$150 |
| BTB (back-to-back, must have coupons) | \$1,320 | \$110 |
| FPC (full page) | \$1,200 | \$100 |

LISTINGS

| Type | ACTION Pages | Price |
|---|--------------|-------|
| CRL (classified regular listing) | | \$96 |
| CBL (classified bold listing) | | \$144 |
| CBRL (classified bold red listing) | | \$348 |
| ABL/RABL (anchor bold / reference anchor bold listing) | | \$204 |
| ABLR/RABLR (anchor bold / reference anchor bold red listing) | | \$204 |
| WBL (white bold business listing) | | \$144 |
| SWBL (super white bold listing) | | \$384 |
| SWBLL (super white bold logo listing) | | \$504 |
| AL (alternate listing) | | \$84 |
| EL (extra line) | | \$84 |
| WEB (website listing) | | \$120 |

TRADEMARK LISTINGS

| Type | ACTION Pages | Price |
|--|--------------|-------|
| TM (trademark - listings sold separately) | | \$672 |
| TBL (trade bold listing) | | \$144 |

WHITE PAGE - REPEATING

| Type | ACTION Pages | Price |
|---|--------------|---------|
| WRCY (white page repeating corner ad) (every 9 pages) | | \$1,344 |

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 |