

## 2017-2018 Advertising Rate Sheet

WMS19  
WILLIAMS LAKE &  
QUESNEL  
BRITISH COLUMBIA

### PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
<b>OBC</b> (outside back cover)	\$17,640	\$1,470
<b>IFC</b> (inside front cover)	\$8,820	\$735
<b>IFP</b> (inside front page)	\$8,820	\$735
<b>IBC</b> (inside back cover)	\$7,560	\$630
<b>IBP</b> (inside back page)	\$7,560	\$630
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
<b>Spine</b> (size to be determined)	\$5,676	\$473
<b>FCB*</b> (1.75"x0.75" front cover button)	\$16,380	\$1,365
<b>PEEL*</b> (nabisco corner)	\$17,016	\$1,418
<b>BAN*</b> (6.75"x1" front cover banner)	\$18,900	\$1,575
<b>MAG</b> (2"x 4" magnet, no ads incl.)	\$22,056	\$1,838
<b>MAG</b> (4"x 4" magnet, no ads incl.)	\$32,136	\$2,678

*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
<b>2HS</b> (1-inch, black)	\$312	\$26
<b>2HSW</b> (1-inch, black & white)	\$360	\$30
<b>2HSC</b> (1-inch, black & 1 colour)	\$336	\$28
<b>2HSWC</b> (1-inch, black & white & 1 colour)	\$396	\$33
<b>3HS</b> (1.5-inch, black)	\$384	\$32
<b>3HSW</b> (1.5-inch, black & white)	\$432	\$36
<b>3HSA</b> (1.5-inch, black & art)	\$396	\$33
<b>3HSWA</b> (1.5-inch, black & white & art)	\$456	\$38
<b>3HSC</b> (1.5-inch, black & 1 colour)	\$396	\$33
<b>3HSWC</b> (1.5-inch, black & white & 1 colour)	\$480	\$40
<b>3HSCA</b> (1.5-inch, black & 1 colour & art)	\$432	\$36
<b>3HSWCA</b> (1.5-inch, black & white & 1 colour & art)	\$528	\$44
<b>4HS</b> (2-inch, black)	\$504	\$42
<b>4HSW</b> (2-inch, black & white)	\$576	\$48
<b>4HSA</b> (2-inch, black & art)	\$528	\$44
<b>4HSWA</b> (2-inch, black & white & art)	\$600	\$50
<b>4HSC</b> (2-inch, black & 1 colour)	\$528	\$44
<b>4HSWC</b> (2-inch, black & white & 1 colour)	\$600	\$50
<b>4HSCA</b> (2-inch, black & 1 colour & art)	\$552	\$46
<b>4HSWCA</b> (2-inch, black & white & 1 colour & art)	\$660	\$55
<b>TEC</b> (3/8 column, FULL COLOUR)	\$984	\$82

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

**Independently Owned & Operated**

### DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
<b>DTC</b> (double truck)	\$9,708	\$809
<b>BTB</b> (back-to-back, must have coupons)	\$7,188	\$599
<b>FPC</b> (full page)	\$6,492	\$541
<b>TQPC</b> (3/4 page)	\$5,964	\$497
<b>DCC</b> (2/3 page)	\$5,244	\$437
<b>HPC</b> (1/2 page)	\$3,996	\$333
<b>DHCC</b> (1/3 page)	\$2,880	\$240
<b>TQCC</b> (1/4 page)	\$2,172	\$181
<b>DQCC</b> (1/6 page horiz.)	\$1,572	\$131
<b>QCC</b> (1/12 page)	\$924	\$77
<b>Restaurant Section DTC, BTB, and FPC Includes DEC Ad:</b> \$0		
<b>DTC</b> (double truck)	\$2,088	\$174
<b>BTB</b> (back-to-back, must have coupons)	\$1,188	\$99
<b>FPC</b> (full page)	\$1,104	\$92

### LISTINGS

Type	ACTION Pages	Price
<b>CRL</b> (classified regular listing)		\$84
<b>CBL</b> (classified bold listing)		\$180
<b>CBRL</b> (classified bold red listing)		\$396
<b>ABL/RABL</b> (anchor bold / reference anchor bold listing)		\$132
<b>ABLR/RABLR</b> (anchor bold / reference anchor bold red listing)		\$396
<b>WBL</b> (white bold business listing)		\$204
<b>SWBL</b> (super white bold listing)		\$396
<b>SWBLL</b> (super white bold logo listing)		\$516
<b>AL</b> (alternate listing)		\$84
<b>EL</b> (extra line)		\$84
<b>WEB</b> (website listing)		\$276

### TRADEMARK LISTINGS

Type	ACTION Pages	Price
<b>TM</b> (trademark - listings sold separately)		\$660
<b>TBL</b> (trade bold listing)		\$192

### WHITE PAGE - REPEATING

Type	ACTION Pages	Price
<b>WRCY</b> (white page repeating corner ad) (every 9 pages)		\$4,920

### INTERNET

Type	ACTION Pages	Price
<b>INT</b> (actionyp.com package)		\$480
<b>WDYB</b> WHO DO YOU Basic		\$120 /yr
<b>WDYP</b> WHO DO YOU Prime		\$588 /yr
<b>WDYPP</b> WHO DO YOU Prime PLUS		\$2,388 /yr