

2017-2018 Advertising Rate Sheet

WMT18
WHITE MOUNTAIN
ARIZONA

PREMIUM SPOT ADS (FULL COLOR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$17,136	\$1,428
IFC (inside front cover)	\$9,792	\$816
IFP (inside front page)	\$9,792	\$816
IBC (inside back cover)	\$9,420	\$785
IBP (inside back page)	\$9,420	\$785
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$5,568	\$464
FCB* (1.75"x0.75" front cover button)	\$15,768	\$1,314
PEEL* (nabisco corner)	\$17,736	\$1,478
BAN* (6.75"x1" front cover banner)	\$19,704	\$1,642
MAG (2"x 4" magnet, no ads incl.)	\$15,480	\$1,290
MAG (4"x 4" magnet, no ads incl.)	\$23,868	\$1,989

*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)	\$324	\$27
2HSW (1-inch, black & white)	\$384	\$32
2HSC (1-inch, black & 1 color)	\$384	\$32
2HSWC (1-inch, black & white & 1 color)	\$432	\$36
3HS (1.5-inch, black)	\$408	\$34
3HSW (1.5-inch, black & white)	\$432	\$36
3HSA (1.5-inch, black & art)	\$468	\$39
3HSWA (1.5-inch, black & white & art)	\$504	\$42
3HSC (1.5-inch, black & 1 color)	\$468	\$39
3HSWC (1.5-inch, black & white & 1 color)	\$504	\$42
3HSCA (1.5-inch, black & 1 color & art)	\$540	\$45
3HSWCA (1.5-inch, black & white & 1 color & art)	\$588	\$49
4HS (2-inch, black)	\$552	\$46
4HSW (2-inch, black & white)	\$600	\$50
4HSA (2-inch, black & art)	\$648	\$54
4HSWA (2-inch, black & white & art)	\$696	\$58
4HSC (2-inch, black & 1 color)	\$648	\$54
4HSWC (2-inch, black & white & 1 color)	\$696	\$58
4HSCA (2-inch, black & 1 color & art)	\$732	\$61
4HSWCA (2-inch, black & white & 1 color & art)	\$780	\$65
TEC (3/8 column, FULL COLOR)	\$1,104	\$92

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$12,180	\$1,015
BTB (back-to-back, must have coupons)	\$8,388	\$699
FPC (full page)	\$8,076	\$673
TQPC (3/4 page)	\$7,104	\$592
DCC (2/3 page)	\$6,180	\$515
HPC (1/2 page)	\$4,716	\$393
DHCC (1/3 page)	\$3,300	\$275
TQCC (1/4 page)	\$2,508	\$209
DQCC (1/6 page horiz.)	\$1,860	\$155
QCC (1/12 page)	\$1,104	\$92

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

DTC (double truck)	\$900	\$75
BTB (back-to-back, must have coupons)	\$1,020	\$85
FPC (full page)	\$1,380	\$115

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$84
CBL (classified bold listing)		\$144
CBRL (classified bold red listing)		\$324
ABL/RABL (anchor bold / reference anchor bold listing)		\$144
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$228
WBL (white bold business listing)		\$72
SWBL (super white bold listing)		\$360
SWBLL (super white bold logo listing)		\$480
AL (alternate listing)		\$60
EL (extra line)		\$60
WEB (website listing)		\$120

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$720
TBL (trade bold listing)		\$144

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$1,200

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