

2017-2018 Advertising Rate Sheet

WRK18
WHITE ROCK &
SOUTH SURREY
BRITISH COLUMBIA

PREMIUM SPOT ADS (FULL COLOUR) - LIMITED AVAILABILITY

Ad Size	ACTION Pages	Monthly
OBC (outside back cover)	\$20,052	\$1,671
IFC (inside front cover)	\$11,580	\$965
IFP (inside front page)	\$11,580	\$965
IBC (inside back cover)	\$11,364	\$947
IBP (inside back page)	\$11,364	\$947
<i>For half-page cover ads, subtract 35%. Based on availability. Determine top or bottom ad.</i>		
Spine (size to be determined)	\$12,348	\$1,029
FCB* (1.75"x0.75" front cover button)	\$18,444	\$1,537
PEEL* (nabisco corner)	\$20,760	\$1,730
BAN* (6.75"x1" front cover banner)	\$23,064	\$1,922
MAG (2"x 4" magnet, no ads incl.)	\$16,812	\$1,401
MAG (4"x 4" magnet, no ads incl.)	\$25,212	\$2,101

*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)	\$396	\$33
2HSW (1-inch, black & white)	\$444	\$37
2HSC (1-inch, black & 1 colour)	\$456	\$38
2HSWC (1-inch, black & white & 1 colour)	\$540	\$45
3HS (1.5-inch, black)	\$576	\$48
3HSW (1.5-inch, black & white)	\$636	\$53
3HSA (1.5-inch, black & art)	\$672	\$56
3HSWA (1.5-inch, black & white & art)	\$804	\$67
3HSC (1.5-inch, black & 1 colour)	\$672	\$56
3HSWC (1.5-inch, black & white & 1 colour)	\$732	\$61
3HSCA (1.5-inch, black & 1 colour & art)	\$744	\$62
3HSWCA (1.5-inch, black & white & 1 colour & art)	\$888	\$74
4HS (2-inch, black)	\$768	\$64
4HSW (2-inch, black & white)	\$840	\$70
4HSA (2-inch, black & art)	\$840	\$70
4HSWA (2-inch, black & white & art)	\$960	\$80
4HSC (2-inch, black & 1 colour)	\$840	\$70
4HSWC (2-inch, black & white & 1 colour)	\$924	\$77
4HSCA (2-inch, black & 1 colour & art)	\$972	\$81
4HSWCA (2-inch, black & white & 1 colour & art)	\$1,164	\$97
TEC (3/8 column, FULL COLOUR)	\$1,164	\$97

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

Independently Owned & Operated

DISPLAY ADS (FULL COLOUR)

Ad Size	ACTION Pages	Monthly
DTC (double truck)	\$11,760	\$980
BTB (back-to-back, must have coupons)	\$10,272	\$856
FPC (full page)	\$7,344	\$612
TQPC (3/4 page)	\$5,832	\$486
DCC (2/3 page)	\$5,028	\$419
HPC (1/2 page)	\$4,116	\$343
DHCC (1/3 page)	\$2,844	\$237
TQCC (1/4 page)	\$2,460	\$205
DQCC (1/6 page horiz.)	\$1,980	\$165
QCC (1/12 page)	\$1,164	\$97

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

DTC (double truck)	\$1,548	\$129
BTB (back-to-back, must have coupons)	\$984	\$82
FPC (full page)	\$924	\$77

LISTINGS

Type	ACTION Pages	Price
CRL (classified regular listing)		\$120
CBL (classified bold listing)		\$192
CBRL (classified bold red listing)		\$396
ABL/RABL (anchor bold / reference anchor bold listing)		\$192
ABLR/RABLR (anchor bold / reference anchor bold red listing)		\$300
WBL (white bold business listing)		\$180
SWBL (super white bold listing)		\$360
SWBLL (super white bold logo listing)		\$468
AL (alternate listing)		\$96
EL (extra line)		\$96
WEB (website listing)		\$276

TRADEMARK LISTINGS

Type	ACTION Pages	Price
TM (trademark - listings sold separately)		\$684
TBL (trade bold listing)		\$192

WHITE PAGE - REPEATING

Type	ACTION Pages	Price
WRCY (white page repeating corner ad) (every 9 pages)		\$3,192

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