

# INFO-TEL DIRECTORY

## 2019 ANNUAL RATE SHEET FOR KELOWNA

| <b>WHITE PAGE LISTINGS</b>   |   |              |             |
|--|---|--------------|-------------|
| SIZE   | DESCRIPTION   | MONTHLY RATE | ANNUAL RATE |
| WRL/WEL  | WHITE REGULAR LISTING/ WHITE EXTRA LINE OF INFORMATION  | \$7.42       | \$89.00     |
| WBN  | WHITE BOLD LISTING & BOLD NUMBER  | \$12.17      | \$146.00    |
| WFB  | WHITE FEATURE BOLD LISTING WITH YELLOW HIGHLIGHT  | \$29.83      | \$358.00    |
| WTM2   | 1" WHITE TRADE MARK (Logo, Name, Address, Phone & Copy with Yellow Highlight)                 | \$56.17      | \$674.00    |
| WTM3   | 1 1/2" WHITE TRADE MARK (Logo, Name, Address, Phone & Copy with Yellow Highlight)             | \$76.58      | \$919.00    |
| WTM4   | 2" WHITE TRADE MARK (Logo, Name, Address, Phone & Copy with Yellow Highlight)                 | \$96.08      | \$1,153.00  |
| <b>YELLOW SECTION LISTINGS</b>   |   |              |             |
| SIZE   | DESCRIPTION   | MONTHLY RATE | ANNUAL RATE |
| RL   | REGULAR LISTING   | \$17.58      | \$211.00    |
| AL/EL  | ALTERNATE LISTING/EXTRA LINE  | \$7.42       | \$89.00     |
| ABN  | ANCHOR BOLD LISTING (See Ad This Classification)  | \$12.17      | \$146.00    |
| BN   | BOLD NAME & NUMBER  | \$22.33      | \$268.00    |
| CR   | CROSS REFERENCE (See Ad Under Other Heading)  | \$29.08      | \$349.00    |
| YFBR/G/B   | FEATURE BOLD LISTING (Super Bold In Colour)   | \$32.58      | \$391.00    |
| <b>INCOLUMN ADS &amp; TRADE MARKS</b>  |   |              |             |
| SIZE   | DESCRIPTION   | MONTHLY RATE | ANNUAL RATE |
| 1HS  | 1/2" INCOLUMN LISTING (No Colour, Black on Yellow)  | \$32.00      | \$384.00    |
| 1HSR/B/G   | 1/2" INCOLUMN LISTING (Includes White Background & 1 Colour ONLY Red, Blue or Green)          | \$39.92      | \$479.00    |
| 2HS  | 1" INCOLUMN LISTING (No Colour, Black on Yellow)  | \$48.00      | \$576.00    |
| 2HSR/B/G   | 1" INCOLUMN LISTING (Includes White Background & 1 Colour ONLY Red, Blue or Green)            | \$62.50      | \$750.00    |
| 3HS  | 1 1/2" INCOLUMN LISTING (No Colour, Black on Yellow)  | \$62.50      | \$750.00    |
| 3HSR/B/G   | 1 1/2" INCOLUMN LISTING (Includes White Background & 1 Colour ONLY Red, Blue or Green)        | \$82.08      | \$985.00    |
| 4HS  | 2" INCOLUMN LISTING (No Colour, Black on Yellow)  | \$75.67      | \$908.00    |
| 4HSR/B/G   | 2" INCOLUMN LISTING (Includes White Background & 1 Colour ONLY Red, Blue or Green)            | \$97.25      | \$1,167.00  |
| TN   | TRADE NAME LISTING  | \$20.33      | \$244.00    |
| TM   | 1" TRADE MARK WITH LOGO (No Colour, Black on Yellow) (Includes 1 TRL)                         | \$68.50      | \$822.00    |
| TMR/B/G  | 1" TRADE MARK WITH LOGO (Includes White Background & 1 Colour ONLY Red, Blue or Green)        | \$84.58      | \$1,015.00  |
| TM3  | 1 1/2" TRADE MARK WITH LOGO (No Colour, Black on Yellow) (Includes 1 TRL)                     | \$88.92      | \$1,067.00  |
| TM3R/B/G   | 1 1/2" TRADE MARK WITH LOGO (Includes White Background & 1 Colour ONLY Red, Blue or Green)    | \$116.58     | \$1,399.00  |
| CTM  | 2" CUSTOM TRADE MARK WITH LOGO (No Colour, Black on Yellow) (Includes 1 TRL)                  | \$108.42     | \$1,301.00  |
| CTMC   | 2" CUSTOM TRADE MARK WITH LOGO (White Bckgrd, Full Colour Logo & 1 Colour Red, Blue or Green) | \$142.00     | \$1,704.00  |
| TAL  | TRADE ALTERNATE LISTING (Fax Line, Toll Free, Website, Email & Departments)                   | \$7.42       | \$89.00     |
| TBN  | TRADE BOLD NAME & NUMBER  | \$12.17      | \$146.00    |
| TEL  | TRADE EXTRA LINE (Extra Line of Text Only)  | \$7.42       | \$89.00     |
| TRL  | TRADE REGULAR LISTING   | \$7.42       | \$89.00     |
| <b><i>We Accept Cash, Cheques, Post Dated Cheques, Pre-Authorized Payments, Visa &amp; Master Card</i></b> |   |              |             |

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| <b>DISPLAY ADS</b>  |   |              |             |
|---|---|--------------|-------------|
| SIZE  | DESCRIPTION   | MONTHLY RATE | ANNUAL RATE |
| QC  | 1/16 PAGE (No Color)  | \$97.42      | \$1,169.00  |
| QCC   | 1/16 PAGE (With Full Processed Colour)                                    | \$129.67     | \$1,556.00  |
| 3U  | 3/32 PAGE (No Color)  | \$124.42     | \$1,493.00  |
| 3UC   | 3/32 PAGE (With Full Processed Colour)                                    | \$167.50     | \$2,010.00  |
| DQC/HC  | 1/8 PAGE (No Color)   | \$158.17     | \$1,898.00  |
| DQCC/HCC  | 1/8 PAGE (With Full Processed Colour)                                     | \$223.75     | \$2,685.00  |
| TQC   | 3/16 PAGE (No Color)  | \$230.92     | \$2,771.00  |
| TQCC  | 3/16 PAGE (With Full Processed Colour)                                    | \$317.75     | \$3,813.00  |
| DHC   | 1/4 PAGE (No Color)   | \$302.33     | \$3,628.00  |
| DHCC  | 1/4 PAGE (With Full Processed Colour)                                     | \$418.83     | \$5,026.00  |
| THC   | 3/8 PAGE (No Color)   | \$446.25     | \$5,355.00  |
| THCC  | 3/8 PAGE (With Full Processed Colour)                                     | \$620.33     | \$7,444.00  |
| HP  | 1/2 PAGE (No Color)   | \$599.92     | \$7,199.00  |
| HPC   | 1/2 PAGE (With Full Processed Colour)                                     | \$783.50     | \$9,402.00  |
| FP  | FULL PAGE (No Color)  | \$995.75     | \$11,949.00 |
| FPC   | FULL PAGE (With Full Processed Colour)                                    | \$1,162.67   | \$13,952.00 |
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| <b>OTHER WAYS TO ADVERTISE IN THE INFO-TEL DIRECTORY</b>  |   |              |             |
| SIZE  | DESCRIPTION   | MONTHLY RATE | ANNUAL RATE |
| COMMUNITY   | COMMUNITY PAGE SPONSORSHIP (Full Colour)                                  | \$137.42     | \$1,649.00  |
| MENU  | MENU PAGE (Need a DQC Ad or Larger Under Restaurants or Pizza)            | \$147.00     | \$1,764.00  |
| OBC   | OUTSIDE BACK COVER (Includes TQC (No Colour) Inside)                      | \$2,096.08   | \$25,153.00 |
| IBC   | INSIDE BACK COVER (Includes DQC (No Colour) Inside)                       | \$1,662.17   | \$19,946.00 |
| HIBC  | HALF INSIDE BACK COVER (Includes QC (No Colour) Inside)                   | \$908.42     | \$10,901.00 |
| IFC   | INSIDE FRONT COVER (Includes DQC (No Colour) Inside)                      | \$1,772.08   | \$21,265.00 |
| HIFC  | HALF INSIDE FRONT COVER (Includes QC (No Colour) Inside)                  | \$1,057.08   | \$12,685.00 |
| SPINE   | SPINE - FULL COLOUR LOGO (Includes QC (No Colour) Inside)                 | \$774.33     | \$9,292.00  |
| BANNER  | BANNER - FULL COLOUR LOGO ON FRONT COVER (Includes QC (No Colour) Inside) | \$901.17     | \$10,814.00 |
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