

# Bay Area Christian Yellow Pages® 2012

## S.F. BAY AREA ADVERTISING RATE SCHEDULE 2012

<u>SIZE OF LAYOUT AD</u>	<u>AD DIMENSIONS</u>	<u>STANDARD RATES</u>
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Full Page	H: 9.125 W: 6.125"	\$3,000
3/4 Page	H: 6.8125" W: 6.125"	\$2,400
2/3 Page	H: 9.125 W: 4.03125"	\$2,200
1/2 Page	H: 4.5" W: 6.125"	\$1,700
1/3 Page	H: 4.5" W: 4.03125"	\$1,170
1/4 Page	H: 2.1875" W: 6.125"	\$ 900
1/6 Page	H: 2.1875" W: 4.03125"	\$ 690
1/12 Page	H: 2.1875" W: 1.9375"	\$ 390
LOGO Listing	Logo with basic listing info.	\$ 290
Basic Listing	Max 4 lines of business info.	\$ 190

### Important 2012 Specials:

- ✓ All Layout ads get a **FREE Business Listing** (\$190 Value)
- ✓ All Advertisers get promoted on MyChristianYP.com for **FREE** with a link to your site

### ADD-ON OPTIONS:

Cross Reference	\$ 90
Each additional Cross Reference	\$ 50
Each additional Line in listing	\$ 20

- **BUSINESS DISCOUNTS:** 10% Discount applies if account gives 2-4 referrals; 20% with 5 or more referrals.
- **MINISTRY DISCOUNTS:** 50% Discount applies to Churches & Ministries (*Please help us by having the CYP books available at your location as a FREE resource for people*). Also here is our **New FREE Ministry Partner Plan**.
  - **The Ministry Gets:** 1) A Basic listing in the printed Christian Yellow Pages. 2) A Basic listing on MyChristianYP.com & NorCalChristianEvents.com with a link to your site from each. 3) Up to 4 Free event listings in the year on NorCalChristianEvents.com. 4) Additional 10% off any layout ad in the printed CYP (So 60% off Prices Above).
  - **The CYP/NorCal Gets:** 1) To have the ministry give at least 1 box of CYPs out and have the Free NorCal bookmarks available at events. 2) To have a web link to MyChristianYP.com & NorCalChristianEvents.com on Ministry site (text or a small image that we can provide). 3) As available, Ministry will mention CYP and/or NorCal in Programs or Bulletins

**PREMIUM SPACE:** Inside front and/or back covers = 1/2 Page is \$2,000.00 and Full Page is \$3,800.00.

- Outside back cover = 1/2 Page is \$2,500.00 and Full Page is \$4,500.00.

- Front Cover Banner is \$1400

Please Note: All premium options are in full color and "Referral Discount" DOES apply.

**COLOR:** Ads & Column Listings are basic black. For Full Color Ads (4-color process) add 10%.



## Christian Yellow Pages®



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