

Bay Area Christian Yellow Pages® 2011

S.F. BAY AREA ADVERTISING RATE SCHEDULE

<u>SIZE OF LAYOUT AD</u>	<u>STANDARD RATE SCHEDULE</u>	<u>With 10 PERCENT (up to 20%)* NEW REFERRAL DISCOUNT</u>
--------------------------	-------------------------------	-----------------------------------------------------------

Full Page	\$3,000.00	\$ 2700.00
3/4 Page	\$2,400.00	\$ 2160.00
2/3 Page	\$2,200.00	\$ 1980.00
1/2 Page	\$1,700.00	\$ 1530.00
1/3 Page	\$1,170.00	\$ 1053.00
1/4 Page	\$ 900.00	\$ 810.00
1/6 Page	\$ 690.00	\$ 621.00
1/12 Page	\$ 390.00	\$ 351.00

Important 2011 Specials:

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

COLUMN LISTINGS

LOGO Listing	\$290.00	\$261.00
Basic Listing	\$190.00	\$171.00
Cross Reference	\$ 90.00	\$81.00
Each addit'l C/Ref	\$ 50.00	No Discount Available
Each addit'l Line	\$ 20.00.....	No Discount Available

* **DISCOUNT:** 10% Discount applies if account gives 2-4 referrals; 20% with 5 or more referrals.

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 \$1200

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

COLOR: Column Listings are basic black. For Full Color (4-color process) add 15%...now FREE.

