

SPOKESMAN.COM

Run of Sites Rates



Spokesman.com has the largest local online reach of any Inland Northwest media website, with over 3.6 million pageviews and 900,000 unique visitors monthly.

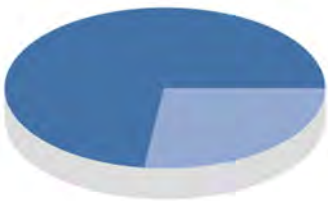
Source: 2016 Google Analytics

Audience Profile:

- 37% have a car loan
- 13% plan to buy furniture in the next 12 months
- 58% are married
- 66% own their residence

In the past 12 months:

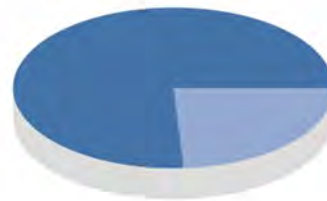
- 50% went camping
- 56% have taken Personal air round trips
- 55% have made home improvements
- 88% have purchased online



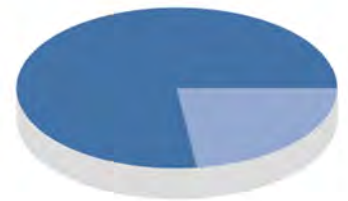
55% between 18-49 yrs



86% attended college



64% are employed



45% have house hold income of \$75,000+

Source: Scarborough Research R2 2016 DMA (Spokesman.com past 7 days)

Spokesman.com delivers a large local audience that is educated, affluent and interested in local information and services. Reach this highly desirable audience via a run of site campaign or target a specific section on the site. In addition, our ad design is customizable and ground-breaking, and ad positions are highly visible and effective!

FOR MORE INFORMATION PLEASE CONTACT YOUR ACCOUNT EXECUTIVE:
or visit www.spokesman.com/advertising
Spokane 509-459-5095
Toll Free 1-800-338-8801
2017

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Run of Sites Desktop Rates

Impressions (per month)	Open Rate	Three Month 10% Discount <i>*integrated campaigns</i>	Six Month 15% Discount	12 month 30% Discount (Non-profit rate)
10,000-49,999	\$190 - \$749.99mo. (\$15.00 CPM)	\$135 - \$674.99 (\$13.50 CPM)	\$127.50-\$637.49 (\$12.75 CPM)	\$105-\$524.99 (\$10.50 CPM)
50,000	\$650 mo. (\$13.00 CPM)	\$585 mo. (\$11.70 CPM)	\$552.50 mo. (\$11.05 CPM)	\$455 mo. (\$9.10 CPM)
100,000	\$1,100 mo. (\$11.00 CPM)	\$990.00 mo. (\$9.90 CPM)	\$935.00 mo. (\$9.35 CPM)	\$770.00 mo. (\$7.70 CPM)
200,000	\$2,000 mo. (\$10.00 CPM)	\$1,800 mo. (\$9.00 CPM)	\$1,700mo. (\$8.50 CPM)	\$1,400 mo. (\$7.00 CPM)

To determine cost of ad between levels, multiply number of impressions (in thousands) x CPM rate. Example 150,000 impressions at 6 months rate; 150 x 6 months rate (\$9.35 CPM) = \$1,402.50.



ADD-ONS & DISCOUNTS:

Rich Media, Geo Targeting and Day Parting are an additional 20%

*Receive a 10% discount when part of an integrated campaign

All rates are gross and eligible for agency discount