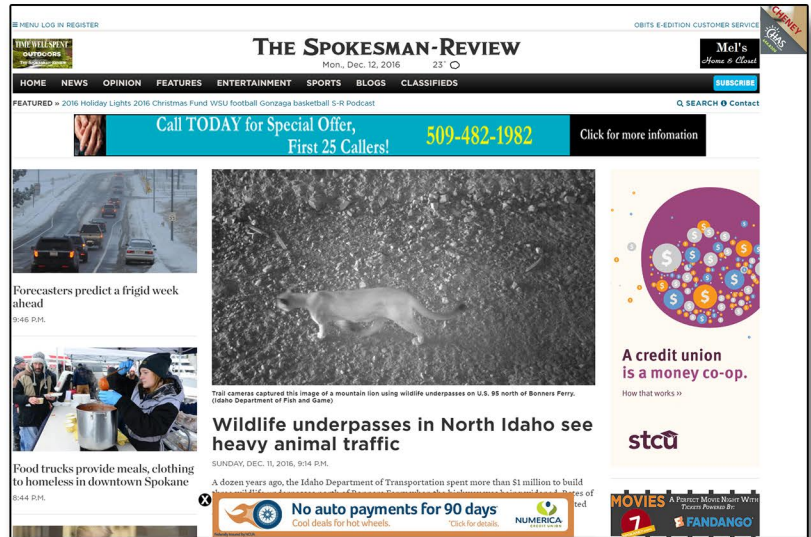


SPOKESMAN.COM

Spokesman.com ads motivate buying actions because consumers trust our content over other sources. According to a recent comScore study, approximately **78%** of consumers believe newspapers have the most current ads, and 48 percent believe ads on newspaper websites are more likely to be **credible**. Unsurprisingly, 46 percent value the familiarity of ad sources in local newspapers, while 21 percent believe **newspaper websites have less "junk advertising."**



Spokesman.com out performs other national newspaper sites. According to Google the average click through rate (CTR) on newspaper sites in the United States is a .03%. On Spokesman.com the average CTR is .08%!

Ad Specifications

100KB max file size

Animation – Maximum of 3 loops. Maximum Length of animation is 15 seconds.

HTML5 ads created with Adobe Animate. We host or Client Host.

No more Flash ads!

Desktop Ads + Sizes

- New Super Leader board
 - 3 sizes - 1280x100, 970x90 + 728x90
- Leader Board - 728x90
- Large Rectangle - 300x600
- Medium Rectangle - 300x250

Mobile + Sizes

- Medium Rectangle - 300x250
- Tile - 320x50

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