

# MODULAR AD SIZES

## IMPACT DISCOUNTS

## COLOR PRICING

**M**odular advertising enhances the impact of your advertisement on a page giving you a cleaner, more appealing advertising environment. Below, you'll find the modular ad sizes available and the impact discount associated with each size. Studies have shown that ad noting increases as ad size increases. When combinations of color, size and frequency variables are used, the advantages multiply. **The Spokesman-Review** has developed many incentives, with each of these factors in mind, to help your business achieve better results.

Modular Size	Inches
2%	2.50
3%	4.00
5%	6.00
6%	8.00
8%	10.00
9%	12.00
12%	16.00
14%	18.00
16%	21.00
19%	24.00
22%	28.00
24%	31.50
28%	36.00
33%	42.00
37%	48.00
42%	54.00
50%	64.50
56%	72.00
67%	86.00
70%	90.00
83%	107.50
84%	108.00
100%	129.00

Full-Run Discount	Zoned Discount
0%	0%
1%	2%
2%	4%
3%	6%
4%	8%
5%	10%
6%	12%
7%	14%
8%	16%
9%	18%
10%	20%
11%	22%
12%	24%
13%	26%
14%	28%
15%	30%
17%	34%
19%	38%
22%	44%
23%	46%
28%	54%
28%	54%
33%	60%

Full-Run Color	Pinch Color
\$64.50	\$16.13
\$73.20	\$18.30
\$84.80	\$21.20
\$96.40	\$24.10
\$108.00	\$27.00
\$119.60	\$29.90
\$142.80	\$35.70
\$154.40	\$38.60
\$171.80	\$42.95
\$189.20	\$47.30
\$212.40	\$53.10
\$232.70	\$58.18
\$258.80	\$64.70
\$293.60	\$73.40
\$328.40	\$82.10
\$363.20	\$90.80
\$424.10	\$106.03
\$467.60	\$116.90
\$548.80	\$137.20
\$572.00	\$143.00
\$673.50	\$168.38
\$676.40	\$169.10
\$798.20	\$199.55

### How to calculate your total ad price

Here's an example of a \$10,000 contract advertiser running a 24% ad (31.5 inches) on Friday & Saturday.

Start with the base ad price, then subtract each discount separately from the result.

Base Rate	Ad Size	Base Ad Price	Subtract Contract Disc. (5%)	Result	Subtract Impact Disc. (11%)	Result	Subtract Freq. Disc. (15%)	Final Ad Price
(Fri.) \$32.69	31.5	\$1,029.74	(\$51.49)	\$978.25	(\$107.61)	\$870.64	(\$130.60)	\$740.04
(Sat.) \$38.40	31.5	\$1,209.60	(\$60.48)	\$1,149.12	(\$126.40)	\$1,022.72	(\$153.41)	\$869.31

# 2010 AUTOMOTIVE RATES

Effective 1/1/10 - 6/30/10

Day	Main News	North Idaho	North Idaho Handle	North Voice	Valley Voice	South / West Voice	Pinch
Monday	\$25.98	\$9.08					
Tuesday	\$25.58	\$9.08					
Wednesday	\$40.37	\$11.69					\$10.59
Thursday	\$32.16			\$21.85	\$16.13	\$17.97	
Friday	\$32.69	\$9.08					
Saturday	\$38.40	\$10.94			\$16.19		
Sunday	\$42.71	\$12.16	\$8.65				\$9.07

**The Spokesman-Review** and **spokesman.com** media vehicles reach over 420,750\* Spokane County adults each week.

**The Spokesman-Review's** driving commitment to being the preferred source of news and advertising in the Inland Northwest, throughout our 127-year history, makes us the most widely-read newspaper delivered to the most sought-after demographic households.

**The Spokesman-Review** continues to offer Modular, Sectional and Day-Pricing options.

- Modular advertising offers impact pricing, which means larger ads cost less than smaller ads on a per-inch basis while providing more value.
- Sectional Pricing recognizes the varying interest of our readers and the subsequent value each section has to our advertisers.
- Day Pricing recognizes differences in readership for particular days of the week as well as advertiser demand for certain days.

Whether it's broad or targeted reach, frequency or impact ads that stand out to our readers... we have pricing options that will make your ad buy extremely efficient.

## The Spokesman-Review Contract Discounts

Contract Level	Disc. %
\$1,000	2%
\$2,500	3%
\$5,000	4%
\$10,000	5%
\$20,000	6%
\$25,000	7%
\$50,000	8%
\$75,000	10%
\$100,000	13%
\$150,000	16%
\$200,000	19%
\$250,000	22%
\$300,000	25%
\$350,000	28%
\$400,000	31%
\$500,000	34%

Weekly Ad Frequency	Disc. %
2 ads	15%
3 ads	25%
4 ads	35%
5 ads	45%
6 ads	50%
7 ads	55%

Frequency discounts apply to same-size ads running full run.

Liner Pick Up Rate	
Pinch Products	\$ .44 a line
Online - 7 days	\$3.00

## Automotive Liner Rates

Contract Level Base Rate	Mon. - Fri. \$1.53	Weekend \$1.86
\$1,000	\$1.36	\$1.64
\$2,500	\$1.34	\$1.63
\$5,000	\$1.33	\$1.61
\$10,000	\$1.32	\$1.59
\$20,000	\$1.30	\$1.58
\$25,000	\$1.29	\$1.56
\$50,000	\$1.27	\$1.54
\$75,000	\$1.25	\$1.51
\$100,000	\$1.21	\$1.46
\$150,000	\$1.16	\$1.41
\$200,000	\$1.12	\$1.36
\$250,000	\$1.08	\$1.31
\$300,000	\$1.04	\$1.26
\$350,000	\$1.00	\$1.21
\$400,000	\$0.96	\$1.16
\$500,000	\$0.91	\$1.11



For more information please contact your Account Executive or visit [www.spokesman.com/advertising](http://www.spokesman.com/advertising)  
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