

MODULAR AD SIZES

IMPACT DISCOUNTS

COLOR PRICING

Modular 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 an advertiser running a 24% ad (31.5 inches) on Friday & Sunday.

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

Base Rate	Ad Size	Base Ad Price	Subtract Impact Disc. (11%)	Result	Subtract Freq. Disc. (25%)	Final Ad Price
(Fri.) \$102.01	31.5	\$3,213.32	(\$353.46)	\$2,859.85	(\$714.96)	\$2,144.89
(Sun.) \$158.25	31.5	\$4,984.88	(\$548.34)	\$4,436.54	(0.00)	\$4,436.54

2010 CLASSIFIED GENERAL RATES

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

Day	Main News	North Idaho Handle	North Voice	Valley Voice	South / West Voice	Pinch
Monday	\$64.93					
Tuesday	\$63.96					
Wednesday	\$100.94					\$10.59
Thursday	\$80.40		\$21.85	\$16.13	\$17.97	
Friday	\$81.74					
Saturday	\$95.99			\$16.19		
Sunday	\$106.78	\$8.65				\$14.52



Classified Pick Up Plan	
Monday - Saturday	30% OFF*

*Run a Sunday Classified display ad and receive a 25% discount on each pick-up ad running Monday - Saturday.

General Liner Rates	
Monday - Saturday	\$7.68
Sunday	\$7.98
Liner Pickup Rates	
Voice & Pinch	\$10.00 per ad

Online	
Top Jobs	\$60.00 per week
After College Network	\$25.00 per week
Online	\$2.50 per day

For more information please contact your Account Executive or visit www.spokesman.com/advertising
 Spokane 509-456-7355 • Spokane Valley 509-927-8100 • Coeur d' Alene 208-765-7105 • Toll Free 1-800-338-8801

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.

Add impact with bold, color, screens, custom borders and online.