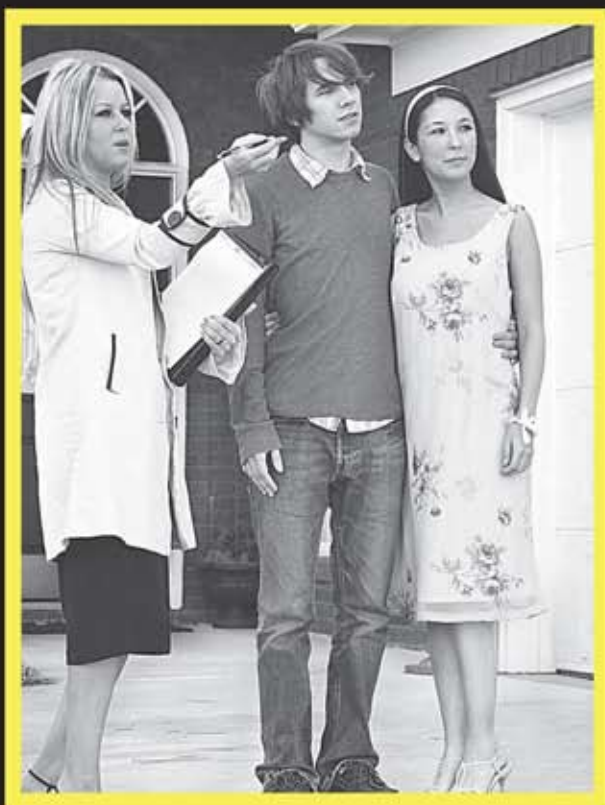


## 2010 Advertising Rates

January 2010 • Spokane WA • Spokane Valley WA • Coeur d'Alene ID



## January 2010 Advertising Rates

### Spokane Office

999 West Riverside Avenue  
P.O. Box 2160  
Spokane, WA 99210  
(509)459-5005  
FAX (509)459-5083  
advertising@spokesman.com

### Coeur d'Alene Office

608 Northwest Blvd.  
Suite 200  
Coeur d'Alene, ID 83814  
(208)765-7105  
FAX (208)765-7115  
northidahoadv@spokesman.com

Toll Free: 1-800-338-8801

Company Federal Tax ID number is 68-0617327

## Member

- Audit Bureau of Circulations (ABC)
- Direct Marketing Association (DMA)
- International Newspaper Marketing Association (INMA)
- Newspaper Association of America (NAA)
- Northwest Newspaper Network (NWNN)
- Pacific Northwest Newspaper Advertising Executives Association (PNNAEA)
- Retail Advertising Marketing Association (RAMA)
- American Advertising Federation (AAF)
- Spokane Advertising Federation (SAF)

## Personnel

Publisher, William Stacey Cowles  
Director of Marketing & Sales, Shaun O'L. Higgins  
Advertising Director, Mike Dixon  
Retail Sales Manager, Dan Fritts  
Classified Advertising Manager, Diane Bobiak  
Advertising Customer Service/Administration Manager, Rolanda Webb  
Digital Sales Manager, Steve McDonald  
Director, Digital Product Development, Kathleen Coleman

## Circulation

*The Spokesman-Review* is published every morning. Our circulation area extends north to the Canadian border, throughout eastern Washington and across the northern Idaho Panhandle. Rich in resources, creating one of the most dynamic markets in the nation, Spokane is the third-largest PMA in the Pacific Northwest and ranks 78th in the nation. It is the nation's 108th largest CBSA with 356,948\* people. The biggest city between Minneapolis and Seattle, Spokane is located 278 miles east of Seattle, 348 miles northwest of Portland, 110 miles south of the Canadian border and 18 miles west of the Idaho border.

Your Account Executive can provide you with complete and current market details and statistics, published by the newspaper. Current market research from our Belden Continuing Market Study and Scarborough Research Corp. is also available upon request.



## Zoned Product Information

### The Voice Zoned Sections

Geographic targeting is available with our Zoned Voice Sections in Spokane County and Handle Extra in Kootenai County.

Voice zoned sections are published in Spokane County each Thursday. The Valley Voice is also published each Saturday and Handle Extra on Sundays.

	Circulation
North Side Voice .....	22,394
Valley Voice .....	15,006
South Side Voice.....	16,995
Saturday Valley Voice.....	18,518
Sunday Handle Extra.....	10,644

Source: SR Prima Circulation Numbers, Week of June 12-19 2010

\*Scarborough Research Corp. Release 1, 2010

## Idaho Edition

Standard pages published daily in the Idaho Edition of *The Spokesman-Review* cover the five Northern counties of Idaho.

	Circulation
Monday-Friday .....	10,644
Wednesday .....	12,534
Saturday .....	12,656
Sunday .....	13,941

Source: SR Prima Circulation Numbers week of July 19-25, 2009

## Wednesday Pinch – TMC

*Wednesday Pinch*, our Total Market Coverage (TMC) publication, is distributed on Wednesdays to most non-subscribing households in Spokane County. This broadsheet publication is primarily food focused; but contains many other interesting features. Display and classified advertising space is available and when combined with full-run newspaper distribution, delivers 100% coverage of Spokane County households.

## Sunday Pinch

*Sunday Pinch*, our targeted, non-subscriber publication is delivered on Sundays to select zip codes in Spokane County. These non-subscribing households have "opted-in" to receive this product which assures our advertisers that these households want to receive their advertising. When combined with Sunday subscriber households, this product will deliver at least 60% household penetration. *Sunday Pinch* is an informative and entertaining broadsheet that covers home improvement, family wellness and fashion. Display and classified advertising space is available.

## Extra

## Holiday Added Distribution

On **Thanksgiving Day**, *The Spokesman-Review* increases its circulation to include weekend-only, home-delivery subscribers. There is a 15% ROP surcharge for this added distribution.

## Single-Sheet and Multiple-Page Insert Program

*The Spokesman-Review* can custom print and deliver your single-sheet or multiple-page insert for a single, cost-per-thousand rate (cpm). Special options such as target distribution, special paper and/or ink are available. Ask your Account Executive for current rates and further details.

## Online

*Spokesman.com* is the #1 news and information website in the Inland Northwest, receiving on average over 4 million pageviews and 650,000 unique visitors each month. Our online readers are young, educated, affluent and often make purchases online. We have a variety of programs to help local and national advertisers reach this attractive audience.

## General Advertising Policy

A.) The newspaper will make every effort to accommodate advertising position requests. Priority positioning is given to Advertisers committing to a 25% position premium.

B.) *The Spokesman-Review* reserves the right to reject an Advertiser's order. Only actual publication of an advertisement constitutes final acceptance.

C.) Reimbursement is available for the space occupied by an error if the newspaper is solely responsible for the mistake. *The Spokesman-Review* is not liable for consequential damages arising from errors or omissions within an advertisement or failure to publish an advertisement as scheduled.

D.) The Advertiser agrees to protect and indemnify *The Spokesman-Review* and to hold it harmless from all liability, loss or expense, including reasonable attorney's fees, arising from the insertion or publication of the Advertiser's advertisements or preprints. This applies, but is not limited to, claims of alleged libel, unfair competition or trade practice, infringement of copyright, trademarks, trade names or patents, violation of rights of privacy or other proprietary rights.

E.) Any advertisement designed to resemble a news story must include the word "Advertisement" at its top. Type fonts identical to those used by *The Spokesman-Review's* Editorial department are not permitted in such advertising.

F.) Advertising agreements are "dollar volume" and are fulfilled by the Advertiser's total net expenditure.

G.) Please refer to our Advertising Contract for details about exceeding or falling short of commitment, changing commitment and commitment effective dates.

H.) The start date of your contract will correspond with the first day of the month that the contract is received. Advertisers have until the end of the sixth month of the contract period to upgrade or downgrade their contract commitment.

## Agency Discount

A discount, in lieu of commissions, is available to eligible local advertising agencies. Call your Account Executive for details.

## Terms of Payment

Accounts are due and payable when billed, unless other credit terms are established by an Advertiser with our credit department. If an account becomes delinquent *The Spokesman-Review* may opt to: Refuse further advertising, require advance payment or cancel the signed contract without notice. In case of delinquency all charges for advertising published becomes due and payable at the rate earned according to the newspaper's schedule of rates. The newspaper does not recognize failure to receive proof copies (tearsheets) as a valid reason for withholding payment.

## Contract and Copy Regulations

All advertising contract provisions are contained in the individual contract agreements or specified in this rate card. If you have questions about these provisions, please contact your Account Executive for copies of explanation.

## Mechanical Requirements

### Standard Page: 6 columns wide x 21.5" deep

Columns	Inches
1	1.556
2	3.222
3	4.875
4	6.542
5	8.208
6	9.875

### Tabloid Page

### Make-up Page: 6 columns wide x 9.5" deep

Columns	Inches
1	1.556
2	3.222
3	4.875
4	6.542
5	8.208
6	9.875

### Double Truck

Page	Inches
Standard	20.875"
Tabloid	20.875"

The minimum column width of ads that occupy the gutter of a standard-size page must be 8 columns with a minimum height of three inches. There is no gutter charge for double-truck ads. Tabloid-size-page double trucks must be 12 columns with a minimum height of 2 inches. For ad-positioning purposes (based on space availability) a full double truck will have position precedence over a less-than-full double truck. For same-size advertisements position precedence is determined by the order in which the advertisements are received by **The Spokesman-Review** and/or payment of a 25% position premium. Standard or Tabloid double-truck color will be charged at full-page rate.

## Color Ad Deadlines

The deadline for color advertisements for all sections is 24 hours earlier than the listed schedule for non-color advertisements.

## THE SPOKESMAN-REVIEW

999 West Riverside Avenue,  
P. O. Box 2160, Spokane, WA 99210  
Phone: (509) 459-5005 • Fax: (509) 459-5083

SPOKESMAN.COM

## Advertising Deadline Schedule

This schedule is for black and white advertisements of less-than-one-full-page in size. For multiple page, color and double truck advertisements, special sections, holiday or extensive layout work, advance the deadlines by 24 hours. **The Spokesman-Review** reserves the right to revise deadlines with 30-day's notice.

Publication Day	Reservations Cancellations Size Changes	Final Ad Copy
<b>MONDAY</b>		
All Sections	Friday, 2 p.m.	Friday, 3 p.m.
<b>TUESDAY</b>		
Today	Friday, Noon	Friday, 3 p.m.
Main News/Sports/ Business/Classified	Monday, 10 a.m.	Monday, 3 p.m.
<b>WEDNESDAY</b>		
PINCH	Wednesday, Noon	Thursday, 8 a.m.
Classified	Friday, Noon	Friday, 3 p.m.
Today	Monday, 10 a.m.	Monday, 3 p.m.
Main News/Sports/ Business/Classified	Tuesday, 10 a.m.	Tuesday, 3 p.m.
<b>THURSDAY</b>		
Voices	Tuesday, Noon	Tuesday, 3 p.m.
Today	Tuesday, 5 p.m.	Wednesday, 8 a.m.
Main News/Sports/ Business/Classified	Wednesday, 10 a.m.	Wednesday, 3 p.m.
<b>FRIDAY</b>		
Today	Monday, 5 p.m.	Tuesday, 8 a.m.
Main News/Sports/ Business/Classified	Thursday, 10 a.m.	Thursday, 3 p.m.
7 Product	Thursday, 10 a.m.	Thursday, 3 p.m.
<b>SATURDAY</b>		
Automotive	Thursday, 5 p.m.	Friday, Noon
Voice/Today	Thursday, 4 p.m.	Friday, 8 a.m.
Investment	Friday, 10 a.m.	Friday, 1 p.m.
Main News/Sports/ Business/Classified	Friday, 10 a.m.	Friday, 5 p.m.
<b>SUNDAY</b>		
Today/Entertainment/ Home/Travel	Thursday, 4 p.m.	Friday, 8 a.m.
Handle Extra	Wednesday, Noon	Thursday, 9 a.m.
Real Estate	Thursday, Noon	Thursday, 3 p.m.
Business	Thursday, 10 a.m.	Friday, 3 p.m.
Main News/Sports/ Outdoors/Classified	Friday, 10 a.m.	Friday, 3 p.m.
Sunday Pinch	(10 days prior to publication)	Friday, 5 p.m.
Classified	(7 days prior to publication)	Monday, Noon
TV Week		
Reservations:	(12 days prior to publication) Wednesday 5 p.m.	Monday, 5 p.m.

### Closing Schedule for Preprints

Our preprint week runs Monday through Sunday. Preprint reservations are due by Noon on the Wednesday prior to the week for which your preprint is scheduled to run. Final deadlines for receipt of inserts at the newspaper's production plant are Thursday, one week prior for weekday and Saturday insertion and Friday, nine days prior for Sunday insertion.