



2011 Advertising Information

January 2011 • Spokane WA • Spokane Valley WA • Coeur d'Alene ID



THE SPOKESMAN-REVIEW

spokesman.com

January 2011 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 (NWNW)
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, Daniel M. Johnson
Advertising Director, Mike Dixon
Retail Sales Manager, Dan Fritts
Classified Advertising Manager, Diane Bobiak
Marketing Budget, Training and Compensation Manager, Rolanda Webb
Digital Sales Manager, Steve McDonald
Director, Digital Product Development, Kathleen Coleman

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.

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. The nation's 68th ranked DMA with 842,994* adults. The CBSA (Spokane) is ranked 86 with adult population of 356,948. 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 Scarborough Research Corp. is also available upon request.

*Scarborough Research Corp, Release 1, 2010



Zoned Product Information

The Voice Zoned Sections

Geographic targeting is available with our Zoned Voice Sections in Spokane County.

Voice zoned sections are published in Spokane County each Thursday. The Valley Voice is also published each Saturday.

	Circulation
The Voice.....	35,553
Valley Voice	12,191
Saturday Valley Voice.....	16,591

Source: Circulation Sept. 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	9,583
Wednesday	11,594
Saturday.....	11,602
Sunday	12,576

Source: Circulation Sept. 2010

Wednesday Pinch – EMC

Wednesday Pinch, our Enhanced Market Coverage (EMC) 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 – SMC

Sunday Pinch, our targeted, Select Market Coverage (SMC) publication is delivered on Sundays to zip codes in Spokane County. These select 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 maximize 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

Bonus Days

On Monday, (January 17th, March 28th, May 30th, July 4th, September 5th, December 5th and December 25th), Tuesday, October 11 and Thursday November 24th, *The Spokesman-Review* increases its circulation to include weekend-only home-delivery subscribers.

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

A host of ways to reach any audience you want is found via *The Spokesman-Review's* digital offerings. Our signature site – spokesman.com, the Inland Northwest’s No. 1 news and information site – receives on average 4 million page views and 650,000 unique visitors every month. High traffic blogs within spokesman.com including Huckleberries, Sportslink, Sirens & Gavels and Eye on Boise provide an opportunity to target your message in even more specific ways.

Looking to reach people on the go? Place your message, coupon or both on spokesman mobile, which boasts an average of 40,000 shoppers per month. spokesman mobile is “location aware” which means you can target your message directly to shoppers who are physically near your business.

- BizfinderNW.com, a directory of Spokane and Kootenai county businesses, searchable online and via mobile phone. BizfinderNW.com includes maps, reviews, coupons, videos and any other features – including placement on the spokesman.com home page.
- DownToEarthNW.com, a guide to green living. Down to Earth features a green business directory, local blogs, local news on sustainability, a popular green crafting column and a monthly companion page in Saturday’s today section.
- KissTheBrideNW.com, where brides can share their engagement and wedding news alongside photo galleries, wedding planning tips, an etiquette column and in-person accounts of local weddings by local columnist Cheryl-Anne Millsap. A weekly companion page in Wednesday’s Food section offers another opportunity to reach brides and those interested in community news.
- Spokane7.com, the inland Northwest’s go-to guide on what to do right now. The web site is a cleanly-designed, optimized for mobile place for those who are out and about to find movie times, a nearby restaurant, a community event or a festival to attend. Ask about how your message can reach Spokane7 readers in the print edition through combo packages for print, online and mobile.
- Dining and Entertainment Deals, where advertisers can leverage discount gift cards at their restaurant or entertainment-related business for visibility online and in-print.

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: 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.

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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
MONDAY All Sections	Friday, 2 p.m.	Friday, 3 p.m.
TUESDAY Today Main News/Sports/ Business/Classified	Friday, Noon Monday, 10 a.m.	Friday, 3 p.m. Monday, 3 p.m.
WEDNESDAY PINCH ROP PINCH Classified Today/Food Main News/Sports/ Business/Classified	Wednesday, Noon Wednesday, Noon Monday, 10 a.m. Tuesday, 10 a.m.	Thursday, 10 a.m. Friday, Noon. Monday, 3 p.m. Tuesday, 3 p.m.
THURSDAY Voices Today Main News/Sports/ Business/Classified	Tuesday, Noon Tuesday, 5 p.m. Wednesday, 10 a.m.	Tuesday, 3 p.m. Wednesday, 10 a.m. Wednesday, 3 p.m.
FRIDAY Today Main News/Sports/ Business/Classified 7 Product	Monday, 5 p.m. Thursday, 10 a.m.	Tuesday, 3 p.m. Thursday, 3 p.m.
SATURDAY Automotive Voice Today Investment Main News/Sports/ Business/Classified	Thursday, 5 p.m. Thursday, Noon Thursday, 4 p.m. Friday, 10 a.m. Friday, 10 a.m.	Friday, Noon Friday, 8 a.m. Friday, 10 a.m. Friday, 1 p.m. Friday, 3 p.m.
SUNDAY Today/Entertainment/ Home/Travel Real Estate Business Main News/Sports/ Outdoors/Classified Sunday Pinch	Thursday, 4 p.m. Thursday, Noon Thursday, 10 a.m. Friday, 10 a.m. (10 days prior to publication)	Friday, 10 a.m. Thursday, 3 p.m. Friday, 3 p.m. Friday, 5 p.m. Monday, Noon
Classified	(7 days prior to publication)	Monday, Noon
TV Week	(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.