

# 2011 CLASSIFIED TRANSIENT RATES

Effective 1/1/11 - 12/31/11

Day	Main News	Valley Voice	South / West Voice	Pinch
Monday	\$37.29			
Tuesday	\$36.42			
Wednesday	\$57.60			\$13.13
Thursday	\$45.81	\$16.13	\$21.85	
Friday	\$45.93			
Saturday	\$54.93	\$16.59		
Sunday	\$60.75			\$12.94



## Classified Pick Up Plan

Monday - Saturday 25% OFF\*

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

## Transient Liner Rates

1 - 2 Times	\$4.80
3 - 6 Times	\$4.32
7 - 10 Times	\$4.00
11 - 14 Times	\$3.55
15 - 20 Times	\$3.31
21 - 25 Times	\$3.07
26 - 30 Times	\$2.88

## Liner Pickup Rates

Voice	\$15.00 per ad
Valley	\$10.00 per ad
Obits	\$20.00 per ad

**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.

## Online

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

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

For more information please call 509-456-7355 or visit [www.spokesman.com/advertising](http://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

# Why The Spokesman-Review?

**Because we dominate the local media environment every day!**

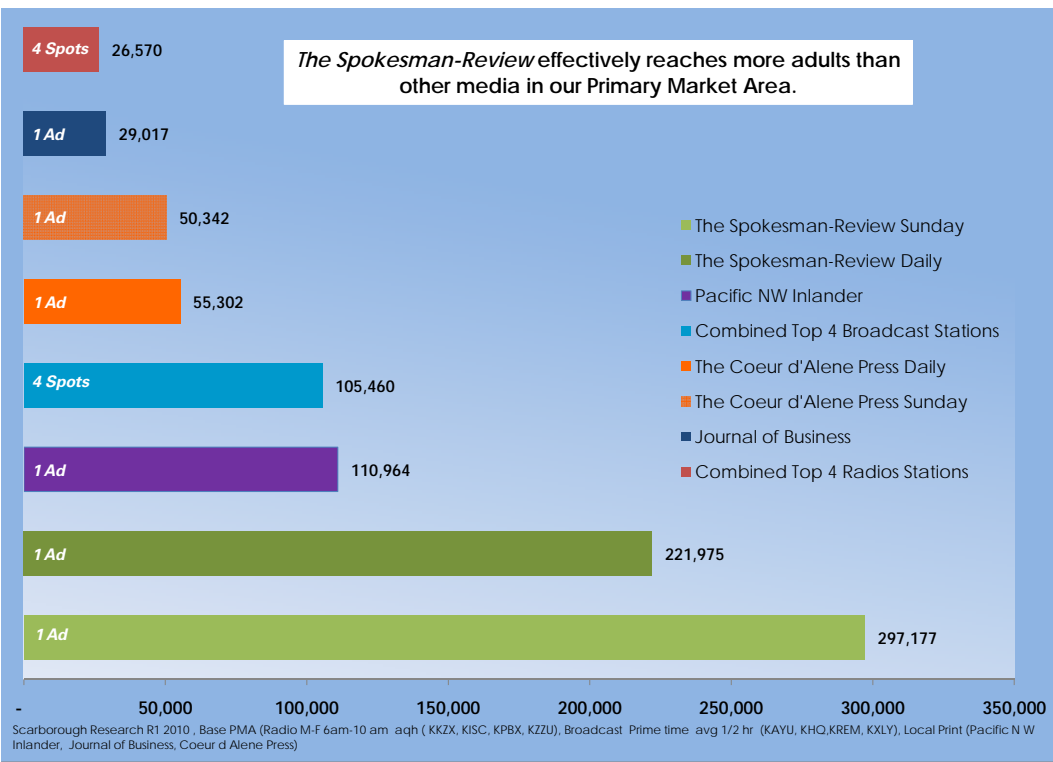
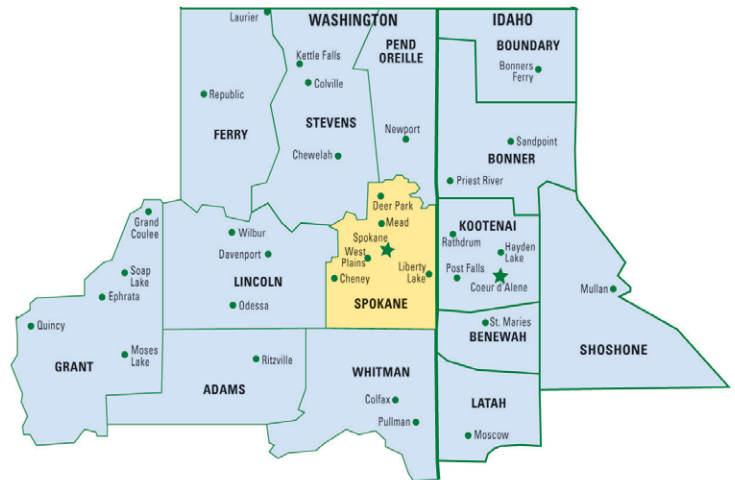
No other advertising vehicle has the reach of Newspaper. Nationally, 104 million adults read a newspaper on an average weekday and more than 115 million on an average Sunday. More than three out of four adults (75%) read a newspaper website in an average week (Scarborough Research, NAA 2010). Ranked 5th in 2010 as one of the fastest growing Daily Newspapers in both print and online (NAA Growing Audience.com, June 2010), **The Spokesman-Review** continues to be this region's best value for reaching your prospective customer.

The Spokesman-Review's print audience is a small part of the story, we reach 223,190 adults daily and 298,392 on Sunday with our print product alone. Our audience grows to 402,967 adults with the combination of print and **Spokesman.com** products. We can deliver your message to nonsubscribers using Geographic targeting in our Voice, Down To Earth, Preprint and our multiple virtual niche products. For more information on how we can help you in 2011 contact an account executive today.

The Spokesman-Review Primary Market Area	PMA
Total Adults	724,504
	Readership
Daily <b>Spokesman-Review</b> Readers	221,975
Sunday <b>Spokesman-Review</b> Readers	297,177
Integrated <b>Spokesman-Review</b> Audience	402,967
<b>Spokesman-Review</b> Combined (Daily/Sunday)	335,377

The Spokesman-Review Designated Market Area	DMA
Total Adults	842,994
	Readership
Daily <b>Spokesman-Review</b> Readers	223,190
Sunday <b>Spokesman-Review</b> Readers	298,392

Scarborough 2010 R.1



**Newspaper Advertising remains the Primary Medium for Checking Advertising.**

Newspapers	41%
Internet	21%
Ads via direct mail	14%
Television	8%
Catalogs	6%
Magazines	3%
Radio	2%
None of these	5%

Source: NAA 2011 Planbook (How America uses Advertising)