

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

| Day | Main News | Sports | North Idaho | Today | North-South-Voice | Valley Voice | Pinch |
|-----------|-----------|---------|-------------|---------|-------------------|--------------|---------|
| Monday | \$43.95 | \$30.76 | \$5.98 | \$31.86 | | | |
| Tuesday | \$42.93 | \$30.05 | \$5.98 | \$31.12 | | | |
| Wednesday | \$67.89 | \$47.52 | \$9.05 | \$49.22 | | | \$10.83 |
| Thursday | \$53.99 | \$37.79 | \$7.48 | \$39.14 | \$18.02* | \$13.31* | |
| Friday | \$54.13 | \$37.89 | \$7.48 | \$39.24 | | | |
| Saturday | \$64.73 | \$45.32 | \$9.06 | \$46.93 | | \$13.69* | |
| Sunday | \$71.60 | \$58.12 | \$9.81 | \$51.91 | | | \$10.63 |

*Includes Full Color



Now into our 128th year, **The Spokesman-Review** continues its leadership as the most trusted and used source of news, information and social networking in and about Spokane, Spokane Valley, Coeur d'Alene and the Inland Northwest. We connect daily with every reader in our region through an array of digital and print platforms. We continue to be our region's No.1 business connection, helping our customers reach their customers with advertising, consumer databases and media-planning skills.

In addition to dollar volume discounts, our pricing model is designed to help you increase consumer response rates and, thereby generate a better ROI.

Reach - Our Pricing system addresses audience reach by Day, by Product and by Section.

Frequency - Consumers have new wants and needs on a daily basis. Frequency allows an advertiser to reach a consumer when they are ready to buy. Frequency also increases net reach, builds awareness, familiarity and trust. Frequency delivers above average results, higher profits and allows an advertiser to outperform his or her competition.

Ad Size - Ad recall increases as ad size increases. Our pricing system recognizes this with discounts that increase as ad size increases.

Color - Running ads in color increases readership by 34%. We price color by the inch so you only pay for color on the space your ad occupies.

For more information please contact your Account Executive or visit www.spokesman.com/advertising
 Spokane 509-459-5095 • 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!

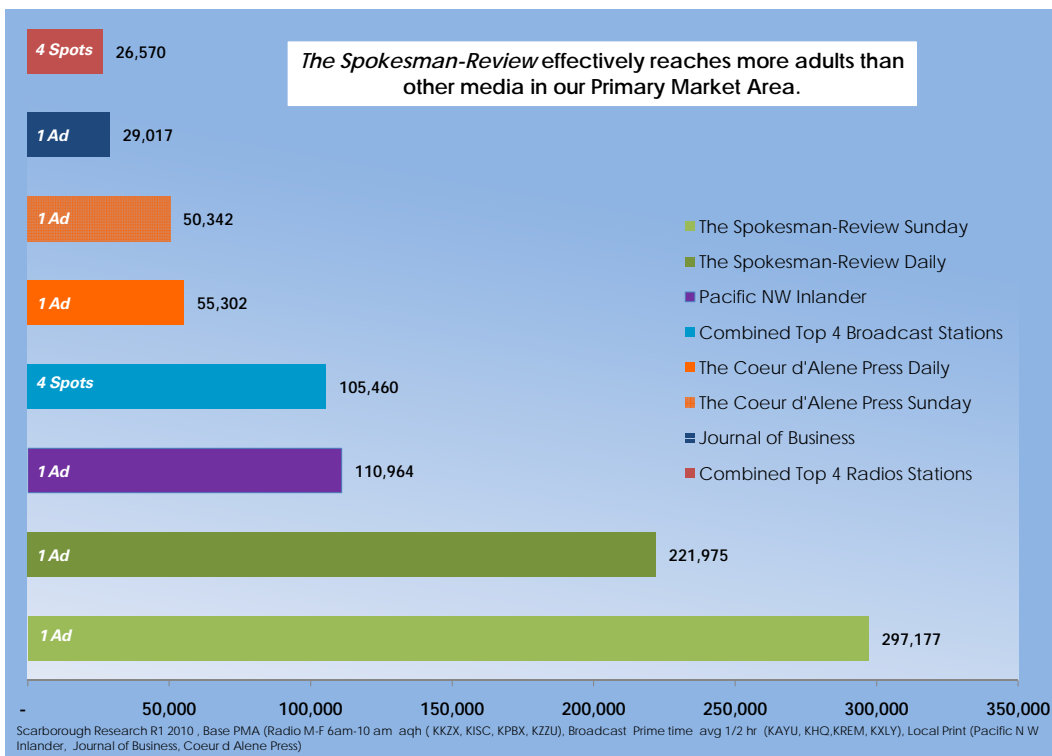
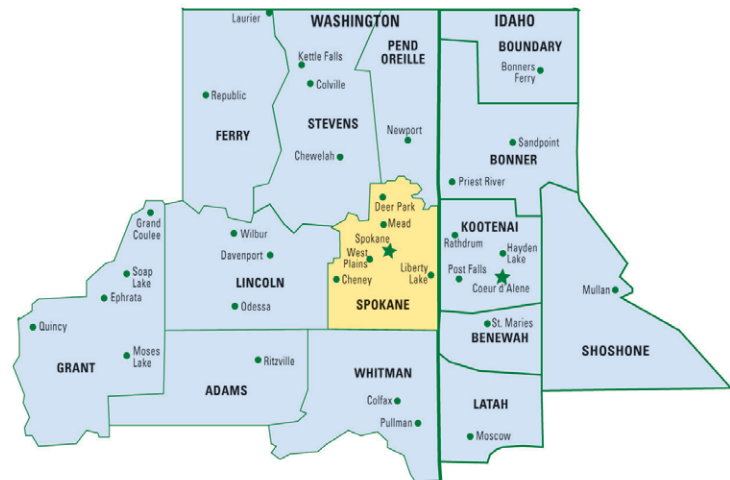
No other advertising vehicle has the reach of Newspaper. Nationally, 104 million adults read a newspaper on an average weekday and more than 115 million on an average Sunday. More than three out of four adults (75%) read a newspaper website in an average week (Scarborough Research, NAA 2010). Ranked 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 Spokesman-Review Readers | 221,975 |
| Sunday Spokesman-Review Readers | 297,177 |
| Integrated Spokesman-Review Audience | 402,967 |
| Spokesman-Review Combined (Daily/Sunday) | 335,377 |

| The Spokesman-Review Designated Market Area DMA | |
|---|-------------------|
| Total Adults | 842,994 |
| | Readership |
| Daily Spokesman-Review Readers | 223,190 |
| Sunday Spokesman-Review 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)