

2011 RETAIL RATES

Advertising Products

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

Day	Main News	Today	Sports	Classified	North Idaho	Valley Voice	The Voice	Pinch
Monday	\$53.27	\$38.62	\$37.29	\$37.29	\$7.25			
Tuesday	\$52.03	\$37.72	\$36.42	\$36.42	\$7.25			
Wednesday	\$82.29	\$59.66	\$57.60	\$57.60	\$10.96			\$13.13
Thursday	\$65.44	\$47.44	\$45.81	\$45.81	\$9.06	\$16.13	\$21.85	
Friday	\$65.61	\$47.57	\$45.93	\$45.93	\$9.06			
Saturday	\$78.41	\$56.89	\$54.93	\$54.93	\$10.97	\$16.59		
Sunday	\$86.79	\$62.92	\$60.75	\$60.75	\$11.89			\$12.94



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.

Apply Contract discounts below to our base rates to determine your adjusted rate.

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.

Dollar Volume Contract Discounts		Classified Line Rates		
Contract Level	Disc. %	Contract Level	Mon - Sat	Sunday
		Open	\$4.80	\$4.80
\$1,000	2%	\$1,000	\$3.33	\$4.01
\$2,500	3%	\$2,500	\$3.03	\$3.65
\$5,000	4%	\$5,000	\$3.00	\$3.61
\$10,000	5%	\$10,000	\$2.90	\$3.49
\$20,000	6%	\$20,000	\$2.43	\$2.93
\$25,000	7%	\$25,000	\$2.40	\$2.89
\$50,000	8%	\$50,000	\$2.36	\$2.85
\$75,000	10%	\$75,000	\$2.33	\$2.81
\$100,000	13%	\$100,000	\$1.71	\$1.97
\$150,000	16%	\$150,000	\$1.68	\$1.92
\$200,000	19%	\$200,000	\$1.63	\$1.85
\$250,000	22%	\$250,000	\$1.59	\$1.81
\$300,000	25%	\$300,000	\$1.51	\$1.74
\$350,000	28%	\$350,000	\$1.45	\$1.66
\$400,000	31%	\$400,000	\$1.39	\$1.59
\$500,000	34%	\$500,000	\$1.31	\$1.50

Modular Ad Units
We offer 23 modular ad units in 47 configurations. Let us design one for you.

Call your Account Executive today to see how they can help you maximize your results 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!

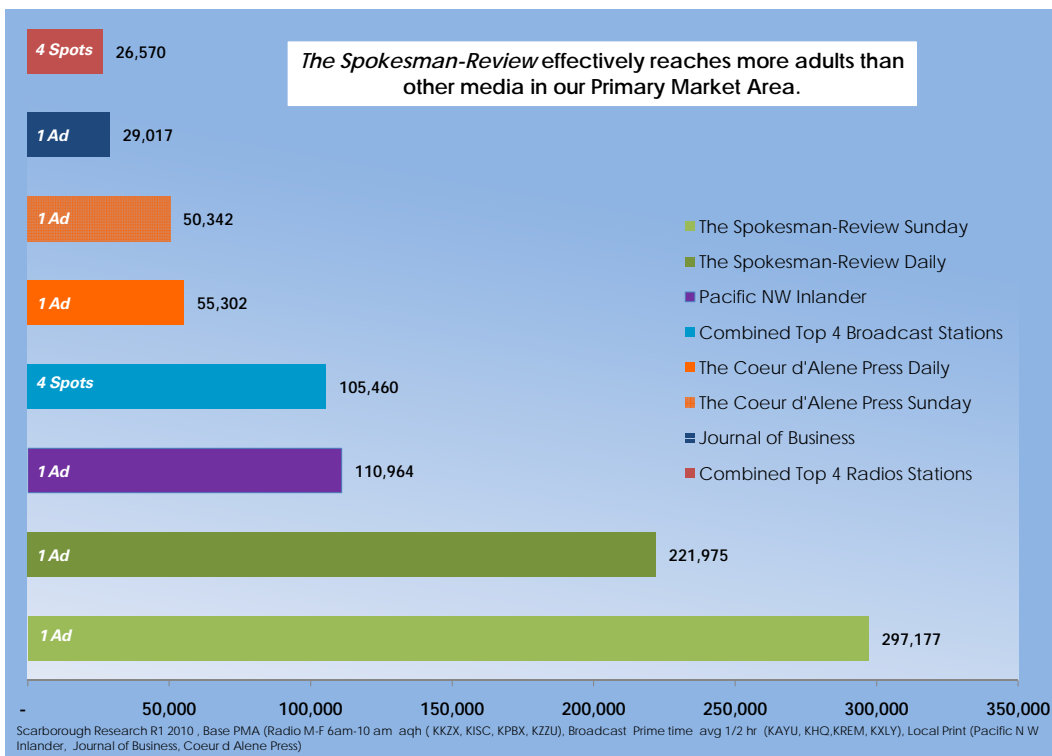
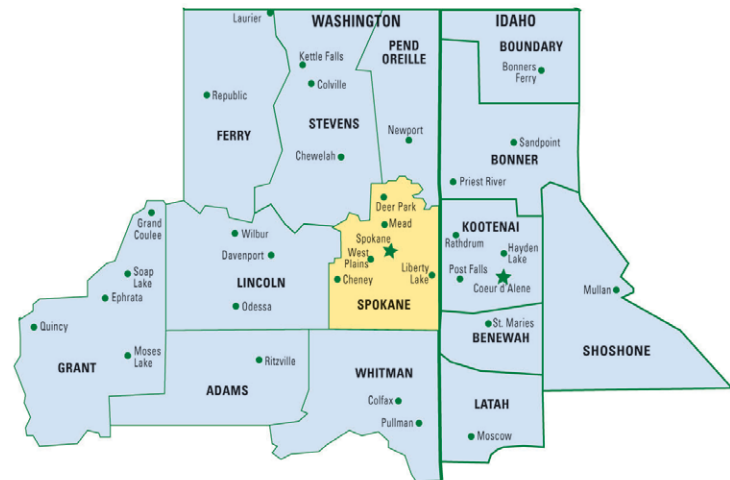
No other advertising vehicle has the reach of Newspaper. Nationally, 104 million adults read a newspaper on an average weekday and more than 115 million on an average Sunday. More than three out of four adults (75%) read a newspaper website in an average week (Scarborough Research, NAA 2010). Ranked 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)

2011 Retail Preprint Rates #50

Preprint Insertion Rates

Preprint rates for the newspaper and its TMC product are based on cost per thousand (cpm). All dollar expenditures apply toward fulfillment of an existing Dollar Volume contract.

To determine cpm rates for preprints that exceed the 64-tabloid page count, calculate the number of pages over 64 and multiply this number by 50 cents, then add the result to the appropriate 64-tabloid rate.

Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11"). All other preprinted inserts (except envelopes) are billed at tabloid-page equivalents by measuring the square inches

per page, as follows:

Flexi page: 36 to 80 inches
Standard page: 139 + inches
Tab page: 81-138 inches

To determine a page count for envelope inserts, calculate the square inches of the envelope to identify square inches per page. Count the envelope and the total pieces enclosed to establish the number of "Tabloid pages".

Minimum size for an insert is 4" x 6". Maximum folded delivery size must be no larger than 11-3/8" x 11". Irregular, novelty or product sample inserts must have prior written approval from the Publisher before

acceptance and delivery. Additional preprint mailing beyond the area covered by regular non-subscriber distribution is available.

We accept materials from Advertisers and printers with quantity counts subject to verification at time of insertion. We may verify count by weight, machine recording or other means at our discretion and will apprise the Advertiser of shortages. We accept responsibility for accurate counts only for inserts printed in-house.

Preprint Shipping Instructions

Truck delivery should be made directly to the receiving dock of the newspaper plant at 50 N. Madison Street, Spokane, WA 99201. Receiving service is available from 7 a.m. to 6 p.m.,

Monday through Friday; no weekend or holiday service.

Preprint reservations are due at 5 p.m. on Tuesday prior to insertion for the following week (Tuesday-Sunday). Final deadline for receipt of inserts at the facility is Thursday, one week prior to mid-week insertion and Friday, nine days prior to Sunday insertion. Thanksgiving Day deadline is Tuesday, November 10, two weeks prior to insertion. A late charge may be assessed for late arrival of inserts.

Regular Hours: (509) 459-5095
After Hours: (509) 459-5002 (Guard Station)

THE SPOKESMAN-REVIEW



Pre-Print Insertion Cost-Per-Thousand Rates

Number of Pages				Open	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000	\$25,000	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000	\$500,000	
Flexi	Standard	Tab																			
		02		\$46.67	\$46.36	\$45.75	\$45.15	\$43.63	\$42.93	\$42.46	\$41.99	\$41.47	\$39.35	\$38.30	\$37.25	\$36.20	\$35.15	\$34.10	\$33.05	\$31.48	
08	02	04		\$52.25	\$51.91	\$51.23	\$50.56	\$48.87	\$48.07	\$47.55	\$47.02	\$46.51	\$44.10	\$43.05	\$42.00	\$40.95	\$39.90	\$38.85	\$37.80	\$36.22	
12	03	06		\$55.65	\$55.29	\$54.56	\$53.85	\$52.04	\$51.19	\$50.64	\$50.09	\$49.58	\$47.46	\$46.41	\$45.36	\$44.31	\$43.26	\$42.21	\$41.16	\$39.58	
16	04	08		\$59.00	\$58.61	\$57.83	\$57.07	\$55.15	\$54.27	\$53.68	\$53.10	\$52.59	\$50.83	\$49.78	\$48.73	\$47.67	\$46.62	\$45.57	\$44.52	\$42.95	
20	05	10		\$62.24	\$61.83	\$61.02	\$60.21	\$58.19	\$57.25	\$56.63	\$56.01	\$55.40	\$54.19	\$53.14	\$52.09	\$51.04	\$49.99	\$48.94	\$47.88	\$46.31	
24	06	12		\$65.66	\$65.23	\$64.38	\$63.53	\$61.39	\$60.39	\$59.75	\$59.09	\$58.48	\$57.56	\$56.51	\$55.46	\$54.41	\$53.36	\$52.31	\$51.26	\$49.67	
28	07	14		\$66.97	\$66.53	\$65.67	\$64.80	\$62.62	\$61.62	\$60.98	\$60.27	\$59.66	\$57.97	\$56.92	\$55.87	\$54.81	\$53.76	\$52.71	\$51.66	\$50.09	
32	08	16		\$68.31	\$67.86	\$66.98	\$66.10	\$63.88	\$62.85	\$62.17	\$61.48	\$60.86	\$58.56	\$57.50	\$56.44	\$55.38	\$54.32	\$53.25	\$52.18	\$50.59	
36	09	18		\$69.69	\$69.24	\$68.32	\$67.41	\$65.15	\$64.10	\$63.41	\$62.72	\$62.11	\$60.29	\$59.24	\$58.18	\$57.13	\$56.08	\$55.03	\$53.98	\$52.41	
40	10	20		\$71.06	\$70.60	\$69.69	\$68.75	\$66.45	\$65.38	\$64.67	\$63.96	\$63.35	\$62.60	\$61.55	\$60.50	\$59.45	\$58.40	\$57.34	\$56.29	\$54.71	
44	11	22		\$73.20	\$72.72	\$71.78	\$70.82	\$68.44	\$67.34	\$66.61	\$65.89	\$65.38	\$64.91	\$63.86	\$62.81	\$61.76	\$60.71	\$59.66	\$58.61	\$57.03	
48	12	24		\$75.39	\$74.90	\$73.93	\$72.94	\$70.49	\$69.36	\$68.62	\$67.85	\$67.24	\$67.22	\$66.17	\$65.12	\$64.07	\$63.02	\$61.97	\$60.91	\$59.34	
52	13	26		\$77.66	\$77.16	\$76.14	\$75.13	\$72.61	\$71.44	\$70.64	\$70.18	\$69.62	\$69.52	\$68.47	\$67.42	\$66.37	\$65.32	\$64.27	\$63.22	\$61.65	
56	14	28		\$79.99	\$79.47	\$78.44	\$77.39	\$74.79	\$73.59	\$72.80	\$72.42	\$72.11	\$71.85	\$70.80	\$69.75	\$68.70	\$67.65	\$66.60	\$65.55	\$63.96	
60	15	30		\$82.40	\$81.87	\$80.78	\$79.72	\$77.03	\$75.80	\$74.98	\$74.52	\$74.32	\$74.15	\$73.10	\$72.05	\$71.00	\$69.95	\$68.90	\$67.85	\$66.27	
64	16	32		\$84.86	\$84.31	\$83.21	\$82.10	\$79.36	\$78.07	\$77.23	\$76.78	\$76.57	\$76.47	\$75.42	\$74.37	\$73.32	\$72.27	\$71.22	\$70.17	\$68.60	
68	17	34		\$87.40	\$86.84	\$85.70	\$84.57	\$81.71	\$80.41	\$79.53	\$79.17	\$78.97	\$78.77	\$77.72	\$76.67	\$75.62	\$74.57	\$73.52	\$72.47	\$70.90	
72	18	36		\$90.03	\$89.44	\$88.27	\$87.10	\$84.17	\$82.82	\$81.93	\$81.57	\$81.37	\$81.09	\$80.04	\$78.99	\$77.94	\$76.89	\$75.84	\$74.79	\$73.21	
76	19	38		\$92.73	\$92.12	\$90.91	\$89.71	\$86.70	\$85.30	\$84.37	\$84.02	\$83.81	\$83.41	\$82.35	\$81.30	\$80.25	\$79.20	\$78.15	\$77.10	\$75.52	
80-128	20-32	40-64		\$95.50	\$94.89	\$93.65	\$92.40	\$89.30	\$87.87	\$86.91	\$86.56	\$86.15	\$85.71	\$84.66	\$83.61	\$82.56	\$81.51	\$80.46	\$79.41	\$77.84	

Plus \$.50/page after 64