

Spokesman.com Prep Report

www.spokesman.com/preps/

Ad Positions:

- Leaderboard & Footer 728x90
- Big Ad Top & Middle 300x250

	Impressions	Open Rate	Three Months	Six Months
	10,000 to 40,000	\$190 - \$760 (\$19 CPM)	-	-
	50,000	\$875 mo. (\$17.50 CPM)	\$787.50 mo (\$15.75 CPM)	\$744 mo (\$14.88 CPM)
	100,000	\$1525 mo. (\$15.25 CPM)	\$1372.50 mo (\$13.73 CPM)	\$1296 mo (\$12.96 CPM)
	200,000	\$2650 mo (\$13.25 CPM)	\$2385 mo (\$11.93 CPM)	\$2252 mo (\$11.26 CPM)



CONTACT YOUR ACCOUNT
EXECUTIVE TODAY OR VISIT:

www.spokesman.com/advertising

(509)459-5095

1-800-338-8801, x. 5095

SPOKESMAN.COM

10-15-2010

Spokesman.com Prep Report

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W hat is the Prep Report?

High School Sport Coverage From *The Spokesman-Review* That Includes But Is Not Limited To: Schedules, Scores (stats), Standings, Teams & Blogs.

W ho Is Reading the Prep Report?

Students, Parents And Anyone Interested in Inland Northwest High School Sports.

P rep Report Stats:

Over 2 Million Pageviews Every School Year Or
200,000 Pageviews Per Month (September to June).

- September To November Pageviews:
 - 40% Football
 - 17% Volleyball
 - 13% Soccer
- December To March Pageviews:
 - 65% Basketball



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