

Spokesman.com

The #1 news and information web site in the Inland Northwest.

Spokesman.com has the largest local online reach of any Inland Northwest media, with over **4 million pageviews** and **650,000 unique visitors** monthly.

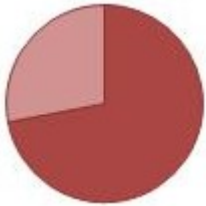
Source: 2010 Google Analytics

Audience Profile:

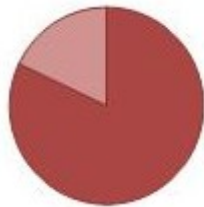
- 42% have a car loan
- 28% plan to buy furniture in the next 12 months
- 15% plan to buy a vehicle in the next 12 months

In the past 12 months:

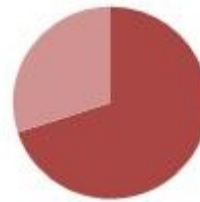
- 44% went camping
- 31% have taken 3+ round trip flights
- 66% have made home improvements
- 51% attended a professional sporting event



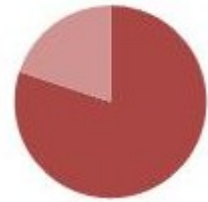
72% between 18-49 yrs



82% attended college



70% are employed



80% have purchased online
in last 12 months

Audience Profile Source: Scarborough Research R1 2010, Base DMA - visited spokesman.com in last 7 days

Spokesman.com delivers a large **local audience** that is educated, affluent and interested in local information and services. Reach this highly desirable audience via a run of site campaign or target a specific section on the site. In addition, our ad design is customizable and ground-breaking, and ad positions are highly visible and effective!

*additional, detailed data available

FOR MORE INFORMATION PLEASE CONTACT YOUR ACCOUNT EXECUTIVE OR VISIT:

www.spokesman.com/advertising

(509)459-5095

1-800-338-8801, x. 5095

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Run of Site Rates

	Impressions (per month)	Open Rate	Three Month 10% Discount	Six Month 15% Discount	12 month 30% Discount (Non-profit rate)
Sizes Available:	10,000- 40,000	\$190 - \$760 mo. (\$19.00 CPM)			
› Leaderboard (728x90)	50,000	\$875 mo. (\$17.50 CPM)	\$787.50 mo. (\$15.75 CPM)	\$744 mo. (\$14.88 CPM)	\$612.50 mo. (\$12.25 CPM)
Big Ad (300x250)	100,000	\$1,525 mo. (\$15.25 CPM)	\$1,372.50 mo. (\$13.73 CPM)	\$1,296 mo. (\$12.96 CPM)	\$1,068 mo. (\$10.69 CPM)
	200,000	\$2,650 mo. (\$13.25 CPM)	\$2,385 mo. (\$11.93 CPM)	\$2,252 mo. (\$11.26 CPM)	\$1,856 mo. (\$9.28 CPM)
	300,000	\$3,450 mo. (\$11.50 CPM)	\$3,105 mo. (\$10.35 CPM)	\$2,934 mo. (\$9.78 CPM)	\$2,415 mo. (8.05 CPM)

-To determine cost of ad between levels, multiply number of impressions (in thousands) x CPM rate.
Example: 150,000 impressions at a 6 month rate; 150 x 6 month rate (\$12.96 CPM) = \$1,944.

- Add an additional 20% for video or rich media (example: expandable ads).

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