

# Spokesman.com

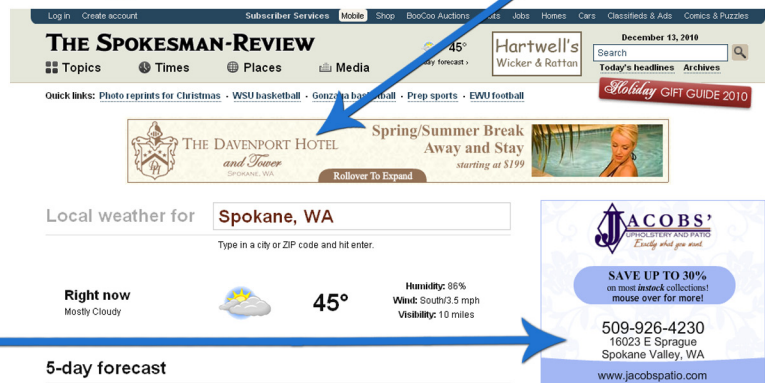
## Weather Page Online/Print Plan

Weather Tile - On all pages of Spokesman.com (120x60) (served in rotation)

1



2



Leaderboard (728x90)

Big Ad (300x250)

Brand your business or service with our weather coverage and REACH over 1 million eyeballs per month in print (The Spokesman-Review's print weather coverage, every day on page A2) and online (www.spokesman.com - on our weather links and our full coverage weather page).

### Web

1 120x60 pixel tile ad adjacent to our "current weather" link, which is on virtually every page of our site.

2 728x90 pixel or 300x250 pixel banner ad on our full coverage weather page.

(Over 300,000 impressions delivered each month)

### Print

3 3x6 B&W any 7 days within 30 days.

\* example on back

### 5-day forecast

DAY	HIGH	LOW	PRECIP
Late Afternoon Chance Rain	42°	38°	90%
Tuesday Rain/Snow	44°	28°	30%
Wednesday Slight Chc Snow	34°	23°	20%
Thursday Partly Sunny	31°	20°	
Friday Mostly Cloudy	27°	20°	60%

### Maps & Radar

TEMPS

- Today's high temps
- Tonight's lows
- Tomorrow's highs

OUTLOOK

- Today's outlook
- Tomorrow's weather

RADAR

- Current Doppler
- Loop

SATELLITE

- Still image
- Loop
- Pacific NW

Big Ad (300x250)



ALL this for only \$607.75 / week

FOR MORE INFORMATION PLEASE CONTACT YOUR ACCOUNT EXECUTIVE OR VIST:  
[www.spokesman.com/advertising](http://www.spokesman.com/advertising)  
 (509)459-5095  
 1-800-338-8801, x. 5095

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The image shows a simulated page from Spokesman.com. At the top left, it says 'PAGE A2 • FRIDAY • APRIL 24, 2009'. The main header is 'WEATHER SPOKANE AND COEUR D'ALENS OUTLOOK'. Below this is a 5-day forecast: Today (38°), Tonight (25°), Tuesday (42°), Wednesday (28°), Thursday (39°), Friday (27°). A large 'DEMO' graphic is overlaid on the weather section. To the right is a 'National forecast today' section with a map of the Pacific Northwest. Below the weather are sections for 'StormRisk', 'Northwest forecast', 'AccuWeather.com', 'History', 'Trivia', 'UV Index', 'Almanac', 'RECREATION', 'LAKES', 'WIND IN SPOKANE', 'Lottery numbers', and 'Today in history'. At the bottom, there are two advertisements: one for Hartwell's furniture with a 30% off coupon, and one for Gonzaga University's MBA program with the headline 'OPEN THE DOOR TO YOUR FUTURE'.

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**Print**  
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within 30 days.

3x6 Print Ad - on page A2