

# 2012 RETAIL BASE RATES

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RETAIL BASE RATES

Day	Main News	Today	Sports	ROP	Classified	North Idaho	Valley Voice	The Voice	Pinch
Monday	\$53.27	\$38.62	\$37.29	\$43.06	\$37.29	\$7.25			
Tuesday	\$52.03	\$37.72	\$36.42	\$42.06	\$36.42	\$7.25			
Wednesday	\$82.29	\$59.66	\$57.60	\$66.52	\$57.60	\$10.96			\$13.13
Thursday	\$65.44	\$47.44	\$45.81	\$52.90	\$45.81	\$9.06	\$13.87	\$20.57	
Friday	\$65.61	\$47.57	\$45.93	\$53.04	\$45.93	\$9.06			
Saturday	\$78.41	\$56.89	\$54.93	\$63.41	\$54.93	\$10.97	\$16.33		
Sunday	\$86.79	\$62.92	\$60.75	\$70.15	\$60.75	\$11.89			\$12.94

*The Spokesman-Review* provides you valued tools to influence Audience response to your message.

### 5 Steps to Reach Your Audience

- 1.) Select day of the week for your ad placement.
- 2.) Select section to target your customers.
- 3.) Select Ad size needed for your message and to increase response rates.
- 4.) Select weeks per year to reflect your advertising plan.
- 5.) Add color for greater impact.

Ad rates are designed to offer you the best impact and value in the Spokane Market. Our pricing varies based on the day of the week and section placement, offering value and impact based on these factors. Additional discounts are offered for ad size and frequency of your advertising plan.

DISCOUNT INCENTIVES						
Yearly Dollars	Disc. %	% of Page	Col. Inches	Impact Disc.	Weeks per Year	Frequency Disc.
\$1,000	2%	2%	2.5	0%	4	15%
\$2,500	3%	3%	4	1%	8	18%
\$5,000	4%	5%	6	2%	12	20%
\$10,000	5%	6%	8	3%	16	23%
\$20,000	6%	8%	10	4%	20	27%
\$25,000	7%	9%	12	5%	24	30%
\$50,000	8%	12%	16	7%	28	32%
\$75,000	10%	14%	18	8%	32	34%
\$100,000	13%	16%	21	10%	36	36%
\$150,000	16%	19%	24	11%	40	38%
\$200,000	19%	22%	28	13%	44	40%
\$250,000	22%	24%	31.5	16%	48	42%
\$300,000	25%	28%	36	17%	52	44%
\$350,000	28%	33%	42	19%		
\$400,000	31%	37%	48	20%		
\$500,000	34%	42%	54	22%		
		50%	64.5	25%		
		56%	72	28%		
		67%	86	32%		
		70%	90	34%		
		83%	107.5	40%		
		100%	129	46%		

**Example** - \$10,000 yearly contract holder, running a 31.5 column inch Friday ad, with a 48 week frequency.

Base Rate	Ad Size	Base Ad Price	Subtract Contract Disc. (5%)	Result	Subtract Impact Disc. (16%)	Result	Subtract Freq. Disc. (42%)	Final Ad Price
(Fri.) \$65.61	31.5	\$2,066.72	(\$103.34)	\$1,963.38	(\$314.14)	\$1,649.24	(\$692.68)	\$956.56

For more information please contact your Multimedia Sales Executive or visit [www.spokesman.com/advertising](http://www.spokesman.com/advertising)  
 Spokane 509-459-5095 • Coeur d' Alene 208-765-7105  
 Toll Free 1-800-338-8801



Sizes Available:	Impressions (per month)	Open rate	Three month 10% Discount	Six month 15% Discount	Twelve month 30% Discount (Non-profit rate)
Leaderboard (728x90)	10,000 - 40,000	\$190-\$760 mo. (\$19.00 CPM)			
Big Ad (300x250)	50,000	\$875 mo. (\$17.50 CPM)	\$787.50 mo. (\$15.75 CPM)	\$744 mo. (\$14.88 CPM)	\$612.50 mo. (\$12.25 CPM)
	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)

COLOR RATES	
Column Inches	Color Pricing
2.50	\$64.50
4.00	\$73.20
6.00	\$84.80
8.00	\$96.40
10.00	\$108.00
12.00	\$119.60
16.00	\$142.80
18.00	\$154.40
21.00	\$171.80
24.00	\$189.20
28.00	\$212.40
31.50	\$232.70
36.00	\$258.80
42.00	\$293.60
48.00	\$328.40
54.00	\$363.20
64.50	\$424.10
72.00	\$467.60
86.00	\$548.80
90.00	\$572.00
107.50	\$673.50
108.00	\$676.40
129.00	\$798.20

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 rich media (example: expandable ads).



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