

2013



S-R Media's pricing strategy is based on four key values provided to our advertisers; the **Size** of the audience reached. **Frequency** used to reach target audience and the **Ad size** used to generate sufficient **Impact** to increase response.

The Spokesman-Review

	Main News	Today/7	Sports	ROP	Classified	Business	North Idaho	Valley Voice	The Voice	Pinch
Monday	\$65.99	\$49.49	\$46.19	\$53.89	\$46.19	\$65.99	\$9.54			
Tuesday	\$64.19	\$48.14	\$44.93	\$52.42	\$44.93	\$64.19	\$9.58			
Wednesday	\$104.00	\$78.00	\$72.80	\$84.93	\$72.80	\$104.00	\$14.16			\$16.70
Thursday	\$80.75	\$60.56	\$56.53	\$65.95	\$56.53	\$80.75	\$11.77	\$16.39	\$25.89	
Friday	\$80.96	\$60.72	\$56.67	\$66.12	\$56.67	\$80.96	\$11.45			
Saturday	\$98.41	\$73.81	\$68.89	\$80.37	\$68.89	\$98.41	\$13.30	\$21.09		
Sunday	\$109.25	\$81.94	\$76.48	\$89.22	\$76.48	\$71.01	\$14.85			\$16.58

COLOR RATES

Column Inches	Color Pricing
3.00	\$84.25
4.00	\$91.50
6.00	\$106.00
8.00	\$120.50
10.00	\$135.00
12.00	\$149.50
16.00	\$178.50
18.00	\$193.00
21.00	\$214.75
24.00	\$236.50
28.00	\$265.50
31.50	\$290.88
36.00	\$323.50
42.00	\$367.00
48.00	\$410.50
54.00	\$454.00
60.00	\$497.50
64.00	\$530.13
72.00	\$584.50
86.00	\$686.00
90.00	\$715.00
107.50	\$841.88
108.00	\$845.50
129.00	\$997.75

Day of the Week, Product and **Section** rates vary based on readership and advertising demand. **Frequency** helps to build your brand in the market.

Ad size increases Impact as ad size increases, ad noting scores increase as well (*full page ads increase ad noting scores by 43% compared to a quarter page ad*).

Looking for greater impact? Add color

Color is priced by the inch so you only pay the portion of space your ad occupies on the page.

S-R Media offers **Discount Incentives** for contract or yearly expenditure, ad size and weekly frequency.

Contract	Size	Frequency
2%-34%	1% to 46%	15% to 44%

Classified

Commitment Level	Line Rates	
	Sunday	Monday – Saturday
Less than \$50,000	\$2.85	\$1.43
\$50,000 +	\$1.90	\$.95

Online HOT DEALS
Your print ad online all week for just **\$5⁰⁰**

spokesman.com

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

Impressions (per month)	Open rate	Three month 10% Discount	Six month 15% Discount	Twelve month 30% Discount (Non-profit rate)
10,000 - 40,000	\$15.00	\$13.50	\$12.75	\$10.50
50,000	\$13.00	\$11.70	\$11.05	\$9.10
100,000	\$11.00	\$9.90	\$9.35	\$7.70
200,000+	\$10.00	\$9.00	\$8.50	\$7.00

Rich Media, Geo Targeting and Day Parting are all an additional 20%

All pricing is CMP and Gross (Agency Discount is available)

*Receive a 10% discount (integrated pricing) when part of an integrated campaign

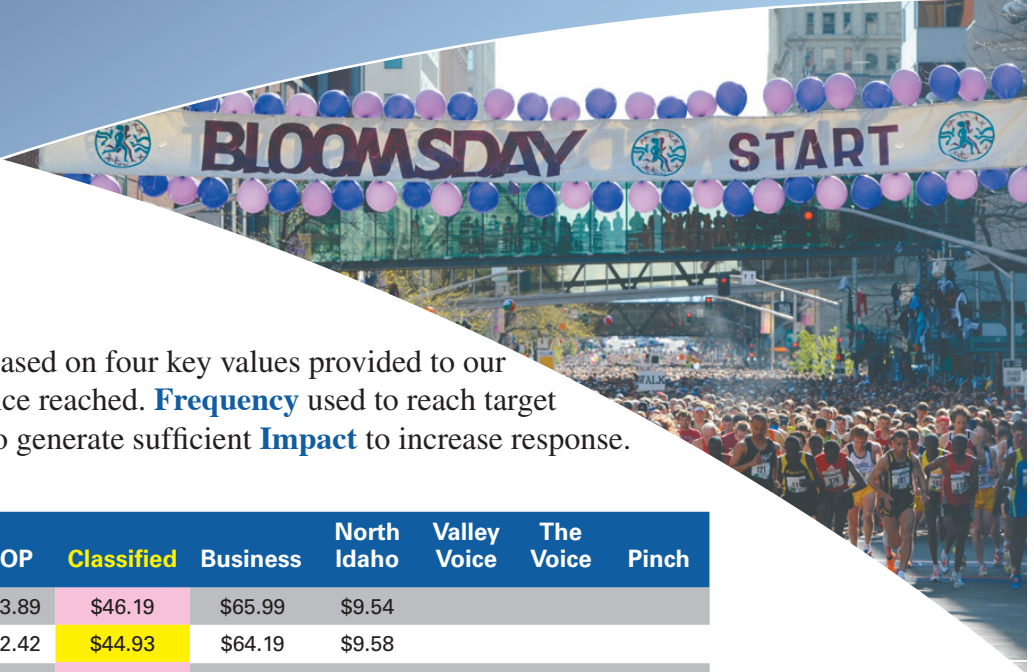
Call your Multimedia Sales Executive to discuss your options for 2013

or visit www.spokesman.com/advertising

Spokane 509-459-5095 • Coeur d' Alene 208-765-7105 • Toll Free 1-800-338-8801



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Contract	Size	Frequency
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Recruitment

Contract Level	Line Rates	
	Sunday	Mon – Sat
Open Rate	\$3.60	\$1.80
\$10,000	\$3.42	\$1.71
\$25,000	\$2.85	\$1.43
\$50,000	\$2.70	\$1.35
\$100,000	\$1.95	\$0.98

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