

2013

Preprints

Insertion Rates

Preprint rates are based on cost per thousand (cpm). All dollar expenditures apply toward fulfillment of an existing Dollar Volume contract.

Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11"). All other preprinted inserts (except envelopes) are billed at tabloid-page equivalents by measuring the square inches per page, as follows:

Flexi page: 36 to 80 inches
Standard page: 139 + inches
Tab page: 81-138 inches

To determine a page count for envelope inserts, calculate the square inches of the envelope to identify square inches per page. Count the envelope and the total pieces enclosed to establish the number of "Tabloid pages".

Minimum size of insert is "4 x 6" and weight is 60#. Maximum folded delivery size must be no larger than 11-3/8" x 11". Irregular, novelty or product sample inserts must have prior written approval from the Publisher before acceptance and delivery. Additional preprint mailing beyond the area covered by regular non-subscriber distribution is available.

We accept materials from Advertisers and printers with quantity counts subject to verification at time of insertion. We may verify count by weight, machine recording or other means at our discretion and will apprise the Advertiser of shortages. We accept responsibility for accurate counts only for inserts printed in-house.

* 5,000 minimum for local advertising

* 10,000 minimum for national advertising

Spokane County Enhanced Market Coverage

Virtually every delivered household in Spokane County, both subscribers and non-subscribers can be reached with **The Spokesman-Review** and our Wednesday or Sunday Pinch Products.

Coverage by Zip Code

The Spokesman-Review delivers inserts, preprints and sticky notes via, truck route, zip code or sub zip.



Shipping Instructions

Truck delivery should be made directly to the receiving dock of the newspaper plant at 50 N. Madison Street, Spokane, WA 99201. Receiving service is available from 7 a.m. to 4 p.m., Monday through Friday; no weekend or holiday service.

Preprint reservations are due at 5 p.m. on Tuesday prior to insertion for the following week (Tuesday-Sunday). Final deadline for receipt of inserts at the facility is 5 business days prior to mid-week insertion and Thursday, 7 business days prior to Sunday insertion. Thanksgiving Day deadline is Wednesday, November 13, two weeks prior to insertion. A late charge may be assessed for late arrival of inserts.

Regular Hours: (509) 459-5095

After Hours: (509) 459-5002 (Guard Station)

2013 Bonus Days

Tuesday – January 1st, New Years Day
Monday – January 21st, Martin Luther King Day
Monday – March 25th, Bonus Day
Monday – May 27th, Memorial Day
Thursday – July 4th, Independence Day
Monday – September 2nd, Labor Day
Tuesday – October 15th, Big Day
Thursday – November 28th, Thanksgiving
Monday – December 2nd, Bonus Day
Tuesday – December 24th, Christmas Eve



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

Preprint Insertion Cost-Per-Thousand Rates

Number of Pages

Flexi	Standard	Tab	OPEN	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000	\$25,000	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000	\$500,000
		2	\$46.75	\$45.82	\$45.35	\$44.88	\$44.41	\$43.95	\$43.48	\$43.01	\$42.08	\$40.67	\$39.27	\$37.87	\$36.47	\$35.06	\$33.66	\$32.26	\$30.86
8	2	4	\$50.75	\$49.74	\$49.23	\$48.72	\$48.21	\$47.71	\$47.20	\$46.69	\$45.68	\$44.15	\$42.63	\$41.11	\$39.59	\$38.06	\$36.54	\$35.02	\$33.50
12	3	6	\$54.50	\$53.41	\$52.87	\$52.32	\$51.78	\$51.23	\$50.69	\$50.14	\$49.05	\$47.42	\$45.78	\$44.15	\$42.51	\$40.88	\$39.24	\$37.61	\$35.97
16	4	8	\$58.00	\$56.84	\$56.26	\$55.68	\$55.10	\$54.52	\$53.94	\$53.36	\$52.20	\$50.46	\$48.72	\$46.98	\$45.24	\$43.50	\$41.76	\$40.02	\$38.28
20	5	10	\$61.25	\$60.03	\$59.41	\$58.80	\$58.19	\$57.58	\$56.96	\$56.35	\$55.13	\$53.29	\$51.45	\$49.61	\$47.78	\$45.94	\$44.10	\$42.26	\$40.43
24	6	12	\$64.25	\$62.97	\$62.32	\$61.68	\$61.04	\$60.40	\$59.75	\$59.11	\$57.83	\$55.90	\$53.97	\$52.04	\$50.12	\$48.19	\$46.26	\$44.33	\$42.41
28	7	14	\$67.00	\$65.66	\$64.99	\$64.32	\$63.65	\$62.98	\$62.31	\$61.64	\$60.30	\$58.29	\$56.28	\$54.27	\$52.26	\$50.25	\$48.24	\$46.23	\$44.22
32	8	16	\$69.50	\$68.11	\$67.42	\$66.72	\$66.03	\$65.33	\$64.64	\$63.94	\$62.55	\$60.47	\$58.38	\$56.30	\$54.21	\$52.13	\$50.04	\$47.96	\$45.87
36	9	18	\$71.75	\$70.32	\$69.60	\$68.88	\$68.16	\$67.45	\$66.73	\$66.01	\$64.58	\$62.42	\$60.27	\$58.12	\$55.97	\$53.81	\$51.66	\$49.51	\$47.36
40	10	20	\$73.75	\$72.28	\$71.54	\$70.80	\$70.06	\$69.33	\$68.59	\$67.85	\$66.38	\$64.16	\$61.95	\$59.74	\$57.53	\$55.31	\$53.10	\$50.89	\$48.68
44	11	22	\$75.50	\$73.99	\$73.24	\$72.48	\$71.73	\$70.97	\$70.22	\$69.46	\$67.95	\$65.69	\$63.42	\$61.16	\$58.89	\$56.63	\$54.36	\$52.10	\$49.83
48	12	24	\$77.00	\$75.46	\$74.69	\$73.92	\$73.15	\$72.38	\$71.61	\$70.84	\$69.30	\$66.99	\$64.68	\$62.37	\$60.06	\$57.75	\$55.44	\$53.13	\$50.82
52	13	26	\$78.25	\$76.69	\$75.90	\$75.12	\$74.34	\$73.56	\$72.77	\$71.99	\$70.43	\$68.08	\$65.73	\$63.38	\$61.04	\$58.69	\$56.34	\$53.99	\$51.65
56	14	28	\$79.25	\$77.67	\$76.87	\$76.08	\$75.29	\$74.50	\$73.70	\$72.91	\$71.33	\$68.95	\$66.57	\$64.19	\$61.82	\$59.44	\$57.06	\$54.68	\$52.31
60	15	30	\$80.25	\$78.65	\$77.84	\$77.04	\$76.24	\$75.44	\$74.63	\$73.83	\$72.23	\$69.82	\$67.41	\$65.00	\$62.60	\$60.19	\$57.78	\$55.37	\$52.97
64	16	32	\$81.25	\$79.63	\$78.81	\$78.00	\$77.19	\$76.38	\$75.56	\$74.75	\$73.13	\$70.69	\$68.25	\$65.81	\$63.38	\$60.94	\$58.50	\$56.06	\$53.63
68	17	34	\$82.25	\$80.61	\$79.78	\$78.96	\$78.14	\$77.32	\$76.49	\$75.67	\$74.03	\$71.56	\$69.09	\$66.62	\$64.16	\$61.69	\$59.22	\$56.75	\$54.29
72	18	36	\$83.25	\$81.59	\$80.75	\$79.92	\$79.09	\$78.26	\$77.42	\$76.59	\$74.93	\$72.43	\$69.93	\$67.43	\$64.94	\$62.44	\$59.94	\$57.44	\$54.95
76	19	38	\$84.25	\$82.57	\$81.72	\$80.88	\$80.04	\$79.20	\$78.35	\$77.51	\$75.83	\$73.30	\$70.77	\$68.24	\$65.72	\$63.19	\$60.66	\$58.13	\$55.61
80	20	40	\$85.25	\$83.55	\$82.69	\$81.84	\$80.99	\$80.14	\$79.28	\$78.43	\$76.73	\$74.17	\$71.61	\$69.05	\$66.50	\$63.94	\$61.38	\$58.82	\$56.27
84	21	42	\$86.25	\$84.53	\$83.66	\$82.80	\$81.94	\$81.08	\$80.21	\$79.35	\$77.63	\$75.04	\$72.45	\$69.86	\$67.28	\$64.69	\$62.10	\$59.51	\$56.93
88	22	44	\$87.25	\$85.51	\$84.63	\$83.76	\$82.89	\$82.02	\$81.14	\$80.27	\$78.53	\$75.91	\$73.29	\$70.67	\$68.06	\$65.44	\$62.82	\$60.20	\$57.59
92	23	46	\$88.25	\$86.49	\$85.60	\$84.72	\$83.84	\$82.96	\$82.07	\$81.19	\$79.43	\$76.78	\$74.13	\$71.48	\$68.84	\$66.19	\$63.54	\$60.89	\$58.25
96-128	24-32	48-64	\$89.25	\$87.47	\$86.57	\$85.68	\$84.79	\$83.90	\$83.00	\$82.11	\$80.33	\$77.65	\$74.97	\$72.29	\$69.62	\$66.94	\$64.26	\$61.58	\$58.91
132	33	66	\$90.25	\$88.45	\$87.54	\$86.64	\$85.74	\$84.84	\$83.93	\$83.03	\$81.23	\$78.52	\$75.81	\$73.10	\$70.40	\$67.69	\$64.98	\$62.27	\$59.57
136	34	68	\$91.25	\$89.43	\$88.51	\$87.60	\$86.69	\$85.78	\$84.86	\$83.95	\$82.13	\$79.39	\$76.65	\$73.91	\$71.18	\$68.44	\$65.70	\$62.96	\$60.23
140	35	70	\$92.25	\$90.41	\$89.48	\$88.56	\$87.64	\$86.72	\$85.79	\$84.87	\$83.03	\$80.26	\$77.49	\$74.72	\$71.96	\$69.19	\$66.42	\$63.65	\$60.89
144	36	72	\$93.25	\$91.39	\$90.45	\$89.52	\$88.59	\$87.66	\$86.72	\$85.79	\$83.93	\$81.13	\$78.33	\$75.53	\$72.74	\$69.94	\$67.14	\$64.34	\$61.55
148	37	74	\$94.25	\$92.37	\$91.42	\$90.48	\$89.54	\$88.60	\$87.65	\$86.71	\$84.83	\$82.00	\$79.17	\$76.34	\$73.52	\$70.69	\$67.86	\$65.03	\$62.21
152	38	76	\$95.25	\$93.35	\$92.39	\$91.44	\$90.49	\$89.54	\$88.58	\$87.63	\$85.73	\$82.87	\$80.01	\$77.15	\$74.30	\$71.44	\$68.58	\$65.72	\$62.87
156	39	78	\$96.25	\$94.33	\$93.36	\$92.40	\$91.44	\$90.48	\$89.51	\$88.55	\$86.63	\$83.74	\$80.85	\$77.96	\$75.08	\$72.19	\$69.30	\$66.41	\$63.53
160	40	80	\$97.25	\$95.31	\$94.33	\$93.36	\$92.39	\$91.42	\$90.44	\$89.47	\$87.53	\$84.61	\$81.69	\$78.77	\$75.86	\$72.94	\$70.02	\$67.10	\$64.19
164	41	82	\$98.25	\$96.29	\$95.30	\$94.32	\$93.34	\$92.36	\$91.37	\$90.39	\$88.43	\$85.48	\$82.53	\$79.58	\$76.64	\$73.69	\$70.74	\$67.79	\$64.85
168	42	84	\$99.25	\$97.27	\$96.27	\$95.28	\$94.29	\$93.30	\$92.30	\$91.31	\$89.33	\$86.35	\$83.37	\$80.39	\$77.42	\$74.44	\$71.46	\$68.48	\$65.51
172	43	86	\$100.25	\$98.25	\$97.24	\$96.24	\$95.24	\$94.24	\$93.23	\$92.23	\$90.23	\$87.22	\$84.21	\$81.20	\$78.20	\$75.19	\$72.18	\$69.17	\$66.17
176	44	88	\$101.25	\$99.23	\$98.21	\$97.20	\$96.19	\$95.18	\$94.16	\$93.15	\$91.13	\$88.09	\$85.05	\$82.01	\$78.98	\$75.94	\$72.90	\$69.86	\$66.83
180	45	90	\$102.25	\$100.21	\$99.18	\$98.16	\$97.14	\$96.12	\$95.09	\$94.07	\$92.03	\$88.96	\$85.89	\$82.82	\$79.76	\$76.69	\$73.62	\$70.55	\$67.49
184	46	92	\$103.25	\$101.19	\$100.15	\$99.12	\$98.09	\$97.06	\$96.02	\$94.99	\$92.93	\$89.83	\$86.73	\$83.63	\$80.54	\$77.44	\$74.34	\$71.24	\$68.15
188	47	94	\$104.25	\$102.17	\$101.12	\$100.08	\$99.04	\$98.00	\$96.95	\$95.91	\$93.83	\$90.70	\$87.57	\$84.44	\$81.32	\$78.19	\$75.06	\$71.93	\$68.81
192	48	96	\$105.25	\$103.15	\$102.09	\$101.04	\$99.99	\$98.94	\$97.88	\$96.83	\$94.73	\$91.57	\$88.41	\$85.25	\$82.10	\$78.94	\$75.78	\$72.62	\$69.47
196	49	98	\$106.25	\$104.13	\$103.06	\$102.00	\$100.94	\$99.88	\$98.81	\$97.75	\$95.63	\$92.44	\$89.25	\$86.06	\$82.88	\$79.69	\$76.50	\$73.31	\$70.13
200	50	100	\$107.25	\$105.11	\$104.03	\$102.96	\$101.89	\$100.82	\$99.74	\$98.67	\$96.53	\$93.31	\$90.09	\$86.87	\$83.66	\$80.44	\$77.22	\$74.00	\$70.79