

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	\$52.79	\$39.59	\$36.95	\$43.11	\$36.95	\$52.79	\$7.63			
Tuesday	\$51.35	\$38.51	\$35.95	\$41.94	\$35.95	\$51.35	\$7.66			
Wednesday	\$83.20	\$62.40	\$58.24	\$67.95	\$58.24	\$83.20	\$11.33			\$13.36
Thursday	\$64.60	\$48.45	\$45.22	\$52.76	\$45.22	\$64.60	\$9.42	\$13.11	20.71	
Friday	\$64.77	\$48.58	\$45.34	\$52.90	\$45.34	\$64.77	\$9.16			
Saturday	\$78.73	\$59.05	\$55.11	\$64.30	\$55.11	\$78.73	\$10.64	\$16.87		
Sunday	\$87.40	\$65.55	\$61.18	\$71.38	\$61.18	\$56.81	\$11.88			\$13.26

COLOR RATES

Column Inches	Color Pricing
3.00	\$67.40
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
60.00	\$398.00
64.00	\$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

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%

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

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