

The #1 news and information website in the Inland Northwest.



**S**pokesman.com has the largest local online reach of any Inland Northwest media website, with over **4.4 million pageviews** and **750,000 unique visitors** monthly.

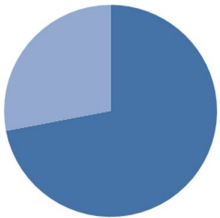
Source: 2012 Google Analytics

## Audience Profile:

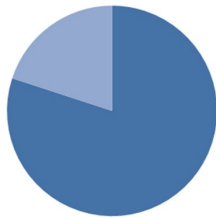
- 33% have a car loan
- 15% plan to buy furniture in the next 12 months
- 15% plan to buy a vehicle in the next 12 months

In the past 12 months:

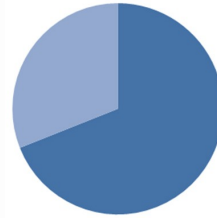
- 49% went camping
- 53% have taken 3+ round trip flights
- 66% have made home improvements



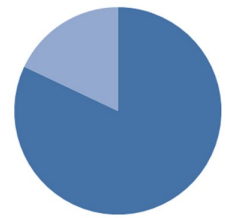
72% between 18-49 yrs



80% attended college



69% are employed



82% have purchased online in last 12 months

Source: Scarborough Research R1 2012 DMA (Spokesman.com past 7 days)

**S**pokesman.com delivers a large local audience that is educated, affluent and interested in local information and services. Reach this highly desirable audience via a run of site campaign or target a specific section on the site. In addition, our ad design is customizable and ground-breaking, and ad positions are highly visible and effective!

**For more information please contact a 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**

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## Run of Site Rates

| Impressions (per month) | Open Rate                            | Three Month<br>10% Discount<br><i>*integrated campaigns</i> | Six Month<br>15% Discount          | 12 month<br>30% Discount<br>(Non-profit rate) |
|-------------------------|--------------------------------------|---|------------------------------------|---|
| 10,000-49,999           | \$190 - \$749.99mo.<br>(\$15.00 CPM) | \$135 - \$674.99<br>(\$13.50 CPM)                           | \$127.50-\$637.49<br>(\$12.75 CPM) | \$105-\$524.99<br>(\$10.50 CPM)               |
| 50,000                  | \$650 mo.<br>(\$13.00 CPM)           | \$585 mo.<br>(\$11.70 CPM)                                  | \$552.50 mo.<br>(\$11.05 CPM)      | \$455 mo.<br>(\$9.10 CPM)                     |
| 100,000                 | \$1,100 mo.<br>(\$11.00 CPM)         | \$990.00 mo.<br>(\$9.90 CPM)                                | \$935.00 mo.<br>(\$9.35 CPM)       | \$770.00 mo.<br>(\$7.70 CPM)                  |
| 200,000                 | \$2,000 mo.<br>(\$10.00 CPM)         | \$1,800 mo.<br>(\$9.00 CPM)                                 | \$1,700mo.<br>(\$8.50 CPM)         | \$1,400 mo.<br>(\$7.00 CPM)                   |

To determine cost of ad between levels, multiply number of impressions (in thousands) x CPM rate. Example 150,000 impressions at 6 month rate; 150 x 6 month rate (\$9.35 CPM) = \$1,402.50.



### ADD-ON'S & DISCOUNTS:

- Rich Media, Geo Targeting and Day Parting are all an additional 20%
- \*Receive a 10% discount when part of an integrated campaign
- All rates are gross and eligible for agency discount

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