# 2014

## Local General Preprint Rates

## Preprint Insertion Cost-Per-Thousand Rates

**Number of Pages**

| Flexi | Standard | Tab | Open | Contract |
|---|---|---|---|---|
| | | 2 | $58.44 | $43.83 |
| 8 | 2 | 4 | $63.44 | $47.58 |
| 12 | 3 | 6 | $68.13 | $51.09 |
| 16 | 4 | 8 | $72.50 | $54.38 |
| 20 | 5 | 10 | $76.56 | $57.42 |
| 24 | 6 | 12 | $80.31 | $60.23 |
| 28 | 7 | 14 | $83.75 | $62.81 |
| 32 | 8 | 16 | $86.88 | $65.15 |
| 36 | 9 | 18 | $89.69 | $67.27 |
| 40 | 10 | 20 | $92.19 | $69.14 |
| 44 | 11 | 22 | $94.38 | $70.78 |
| 48 | 12 | 24 | $96.25 | $72.19 |
| 52 | 13 | 26 | $97.81 | $73.36 |
| 56 | 14 | 28 | $99.06 | $74.30 |
| 60 | 15 | 30 | $100.31 | $75.23 |
| 64 | 16 | 32 | $101.56 | $76.17 |
| 68 | 17 | 34 | $102.81 | $77.11 |
| 72 | 18 | 36 | $104.06 | $78.05 |
| 76 | 19 | 38 | $105.31 | $78.98 |
| 80 | 20 | 40 | $106.56 | $79.92 |
| 84 | 21 | 42 | $107.81 | $80.86 |
| 88 | 22 | 44 | $109.06 | $81.80 |
| 92 | 23 | 46 | $110.31 | $82.73 |
| 96-128 | 24-32 | 48-64 | $111.56 | $83.67 |
| 132 | 33 | 66 | $112.81 | $84.61 |
| 136 | 34 | 68 | $114.06 | $85.55 |
| 140 | 35 | 70 | $115.31 | $86.48 |
| 144 | 36 | 72 | $116.56 | $87.42 |
| 148 | 37 | 74 | $117.81 | $88.36 |
| 152 | 38 | 76 | $119.06 | $89.30 |
| 156 | 39 | 78 | $120.31 | $90.23 |
| 160 | 40 | 80 | $121.56 | $91.17 |
| 164 | 41 | 82 | $122.81 | $92.11 |
| 168 | 42 | 84 | $124.06 | $93.05 |
| 172 | 43 | 86 | $125.31 | $93.98 |
| 176 | 44 | 88 | $126.56 | $94.92 |
| 180 | 45 | 90 | $127.81 | $95.86 |
| 184 | 46 | 92 | $129.06 | $96.80 |
| 188 | 47 | 94 | $130.31 | $97.73 |
| 192 | 48 | 96 | $131.56 | $98.67 |
| 196 | 49 | 98 | $132.81 | $99.61 |
| 200 | 50 | 100 | $134.06 | $100.55 |

### 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.

* 10,000 minimum for national advertising

### 2014 Bonus Days

Wednesday – January 1st , New Years Day
Monday – January 20th, Martin Luther King Day
Monday – March 24th, Bonus Day
Monday – May 26th, Memorial Day
Friday – July 4th, Independence Day
Monday – September 1st, Labor Day
Tuesday – October 14th, Big Day
Thursday – November 27th,Thanksgiving
Monday – December 1st, Bonus Day
Wednesday – December 24th, Christmas Eve

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## 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)

## 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.

***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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