

2014

**S-R Media, The Spokesman-Review
Delivers the Inland Northwest
like no other Local Media.**

**Want to reach 60% of
the Spokane Market in
one fell swoop?**

Advertise with **S-R Media**, we eliminate the audience fragmentation of TV & Radio delivering Spokane businesses cost efficient multimedia solutions. **S-R Media, Spokesman-Review** offers direct access 24/7 to homes, businesses and people on the go, via mobile phones and tablets.

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

The Spokesman-Review

	Main News	Today/7	Sports	ROP	Classified	Real Estate	Business	North Idaho	Valley Voice	The Voice	Pinch	COLOR RATES		
												Column Inches	Color Pricing	
Monday	\$66.77	\$50.08	\$46.74	\$54.53	\$46.74	\$14.69	\$66.77	\$9.64					3.00	\$84.25
Tuesday	\$65.83	\$49.37	\$46.08	\$53.76	\$46.08	\$14.48	\$65.83	\$9.76					4.00	\$91.50
Wednesday	\$104.33	\$78.40	\$73.17	\$85.37	\$73.17	\$23.00	\$104.53	\$14.18			\$17.29		6.00	\$106.00
Thursday	\$83.33	\$62.20	\$58.33	\$68.05	\$58.33	\$18.33	\$83.33	\$12.16	\$17.13	\$26.86			8.00	\$120.50
Friday	\$82.81	\$62.10	\$57.96	\$67.62	\$57.96	\$18.22	\$82.81	\$12.40					10.00	\$135.00
Saturday	\$99.08	\$74.31	\$69.35	\$80.91	\$69.35	\$21.80	\$99.08	\$13.49	\$21.56				12.00	\$149.50
Sunday	\$108.91	\$81.64	\$76.24	\$88.94	\$76.24	\$23.96	\$70.79	\$14.90			\$18.65		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

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%

Your best prospect for 2014 is the **S-R Media, Spokesman-Review** reader, on average they are more educated, with higher incomes, working in professional/managerial occupations and own their own homes. Contact our Multimedia Sales Executives to discuss reaching our readers before they spend on products and services in the Spokane area.

Source: Scarborough R2 2013



Spokane 509-459-5095
Coeur d' Alene 208-765-7105 • Toll Free 1-800-338-8801
or visit www.spokesman.com/advertising