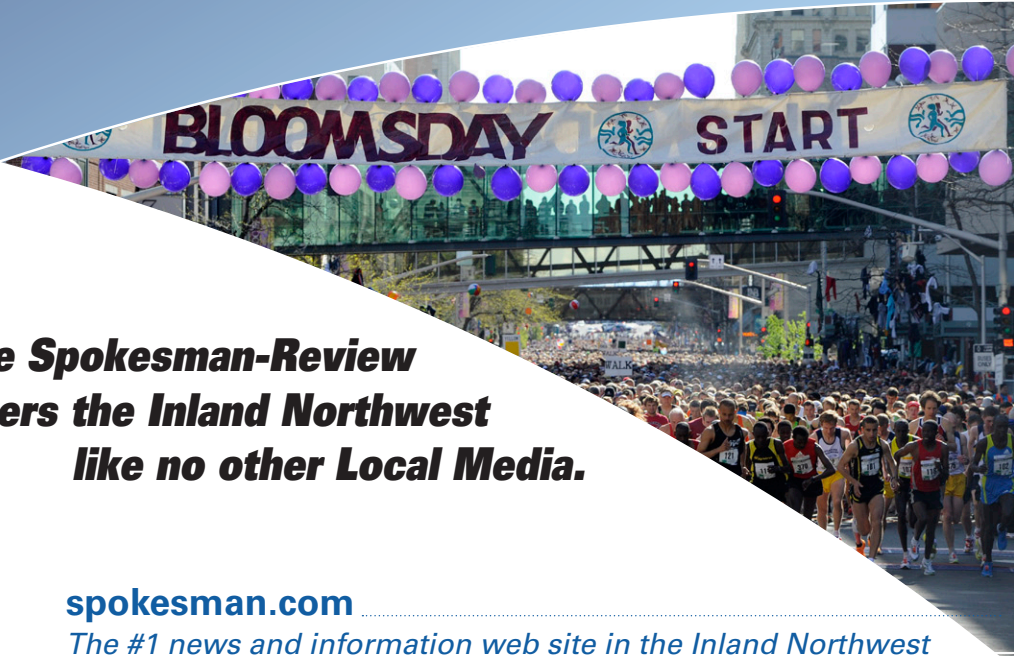


2014



**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
Monday	\$53.42	\$40.06	\$37.39	\$43.62	\$37.39	\$11.75	\$53.42	\$7.71			
Tuesday	\$52.66	\$39.50	\$36.86	\$43.01	\$36.86	\$11.59	\$52.66	\$7.81			
Wednesday	\$83.63	\$62.72	\$58.54	\$68.30	\$58.54	\$18.40	\$83.63	\$11.34			\$13.83
Thursday	\$66.67	\$50.00	\$46.67	\$54.44	\$46.67	\$14.67	\$66.67	\$9.73	\$13.70	\$21.49	
Friday	\$66.24	\$49.68	\$46.37	\$54.10	\$46.37	\$14.57	\$66.24	\$9.92			
Saturday	\$79.26	\$59.45	\$55.48	\$64.73	\$55.48	\$17.44	\$79.26	\$10.79	\$17.24		
Sunday	\$87.12	\$65.38	\$60.99	\$71.16	\$60.99	\$19.17	\$56.63	\$11.92			\$14.92

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

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