

2015

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

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

Advertise with **The Spokesman-Review**,  
we eliminate the audience fragmentation of  
TV & Radio delivering Spokane businesses  
cost efficient multimedia solutions.

**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 CPM and Gross (Agency Discount is available)

\*Receive a 10% discount (integrated pricing) when part of an integrated campaign

**The Spokesman-Review**

	Main News	Today	Sports	ROP	Classified	Spok 7	North Idaho	North Voice	South Voice	Valley Voice	Pinch
Monday	\$69.54	\$52.16	\$48.68	\$56.79	\$48.68		\$9.72				
Tuesday	\$68.68	\$51.51	\$48.08	\$56.09	\$48.08		\$9.68				
Wednesday	\$104.53	\$78.39	\$73.17	\$85.36	\$73.17		\$13.64				\$18.87
Thursday	\$86.17	\$64.63	\$60.32	\$70.37	\$60.32		\$12.10	\$27.01	\$20.07	\$17.71	
Friday	\$87.92	\$65.94	\$61.54	\$71.80	\$61.54	\$32.97	\$11.95				
Saturday	\$98.91	\$74.18	\$69.24	\$80.78	\$69.24		\$13.02				
Sunday	\$111.29	\$83.46	\$77.90	\$90.88	\$77.90		\$14.96				\$19.93

**COLOR RATES**

Column Inches	Color Pricing
3.00	\$84.25
4.00	\$91.50
6.00	\$106.00
8.00	\$120.50
10.00	\$135.00
12.00	\$149.50
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	\$526.50
72.00	\$584.50
86.00	\$686.00
90.00	\$715.00
107.50	\$841.88
108.00	\$845.50
129.00	\$997.75

The Spokesman-Review 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 2015 is the **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 R1 2014

**THE SPOKESMAN-REVIEW**  
an **SR** MEDIA Company  
spokesman.com

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