

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	\$55.63	\$41.73	\$38.94	\$45.43	\$38.94		\$7.78				
Tuesday	\$54.95	\$41.21	\$38.46	\$44.87	\$38.46		\$7.74				
Wednesday	\$83.62	\$62.72	\$58.53	\$68.29	\$58.53		\$10.91				\$15.10
Thursday	\$68.94	\$51.70	\$48.25	\$56.30	\$48.25		\$9.68	\$21.61	\$16.05	\$14.17	
Friday	\$70.34	\$52.75	\$49.24	\$57.44	\$49.24	\$35.17	\$9.56				
Saturday	\$79.13	\$59.35	\$55.39	\$64.62	\$55.39		\$10.41				
Sunday	\$89.03	\$66.77	\$62.32	\$72.71	\$62.32		\$11.97				\$15.95

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	\$421.20
72.00	\$467.60
86.00	\$548.80
90.00	\$572.00
107.50	\$673.50
108.00	\$676.40
129.00	\$798.20

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