

2016

**The Spokesman-Review  
delivers to the Inland Northwest  
like no other Local Media.**

**Reach the Spokane Market  
in one fell swoop?**

The Spokesman-Review delivers cost effective multimedia solutions to local and area businesses.

Our advertisers have direct access 24/7 to homes, businesses and people on the go, via mobile phones and tablets.

[spokesman.com](http://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
40,001-99,999	\$13.00	\$11.70	\$11.05	\$9.10
100,000-199,999	\$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	Spokane 7	Business	North Idaho	South Voice	Valley Voice	The Voice	Pinch
Monday	\$67.21	\$50.21	\$47.05	\$54.89			\$9.03				
Tuesday	\$63.74	\$47.80	\$44.62	\$52.05			\$8.93				
Wednesday	\$104.84	\$78.63	\$73.39	\$85.62			\$14.30				\$19.91
Thursday	\$90.65	\$67.99	\$63.46	\$74.03			\$12.10	\$20.99	\$19.49	\$27.17	
Friday	\$80.90	\$60.68	\$56.63	\$66.07	\$32.36		\$10.91				
Saturday	\$103.71	\$77.79	\$72.60	\$84.70			\$13.86				
Sunday	\$113.08	\$84.81	\$79.16	\$92.35		\$73.50	\$15.01				\$20.72

**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 2016 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.

**THE SPOKESMAN-REVIEW**  
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)