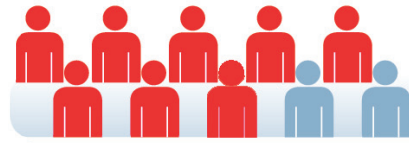




**REACH VOTERS
WHO ARE SEEKING
TO BE INFORMED.**



**8 out of 10
Spokesman-Review
READERS VOTE**

251,000 VOTERS

THE SPOKESMAN-REVIEW

2016

Reaches Adults Who Will Vote



We reach voters:

More than a quarter million of our weekly readers are registered to vote.

7 out of 10 of our registered voters always vote in local elections.

Our registered voters are 41% more likely to vote than the general population.

We are THE source:

Newspapers and their websites consistently out score other media for being “reliable,” “accurate” and “in-depth” about local civic and political issues.

Voters contribute:

Newspaper media attracts voters who contribute to political organizations—a key audience for political candidates. Newspapers help political candidates connect with these contributors, who are important sources for campaign funding.

We reach the best voters:

Seniors are avid newspaper readers and the most reliable voting community. In 2012, voter turnout among seniors was approximately 72 percent, compared to only 41 percent of the youth vote, according to Pew Research Center and the U.S. Census Bureau. In addition, according to Nielsen Scarborough 2015 data, 73 percent of older voters read a print or digital newspaper in an average week. Look to *The Spokesman-Review* to create awareness and engage this reliable demographic group for your advertising campaigns.

Newspaper Readers are registered Voters

Don't miss the opportunity to efficiently target your constituents. *The Spokesman-Review* provides advertising choices that include print, online and flyers distributed to meet the needs of your campaign. For more information, or special package options contact

**Sheri Himmelspach
or Wes Masterson
at 509-459-5095**



Influence takes time. Voters need to be made aware first, then with awareness they start to form opinions, preferences, and ultimately decide on how they'll vote.

The Spokesman-Review's advertising options can fit any campaign budget. From print and digital options to video and political flyer print and distribution, we've got it covered.

Below are several pricing options and the cost to reach voters in any geographic area of the Inland Northwest.

Print Package Options

We have several print options that will help you reach all our voters, as well as options to help you reach voters in several different geographies. Whether it's North Idaho, the North side of Spokane, South side and west Spokane, or the Valley ... we can help you efficiently reach and influence voters.

Packages are based on the total column inches you commit to running and can be broken up to form campaigns. Make sure to include our Tuesday October 11th Voters Guide, reaching voters in more than 160,000 households.



3/8/2016

2016 Political Advertising Packages

Print Package Options	Total Colum Inches	Incls. Full Color	Voters Guide 10/11/16	Any Day Full run	North Voice	South Voice	Valley Voice	North Idaho
Print Package 1	64.5	Cost/In.	\$29.35	\$26.07	\$7.74	\$5.98	\$5.56	\$4.66
Print Package 2	129	Cost/In.	\$24.32	\$21.70	\$6.20	\$4.79	\$4.45	\$3.94
Print Package 3	258	Cost/In.	\$20.30	\$18.20	\$4.96	\$3.81	\$3.56	\$3.36
Print Package 4	387	Cost/In.	\$18.30	\$16.46	\$4.34	\$3.35	\$3.11	\$3.07

Print Package Examples	Inches per ad	Incls. Full Color	Voters Guide 10/11/16	Full run	North Voice	South Voice	Valley Voice	North Idaho
Two (2) Quarter page full color ads	32.25	Price / Ad	\$946.54	\$840.76	\$249.62	\$192.86	\$179.31	\$150.29
Four (4) Quarter page full color ads	32.25	Price / Ad	\$784.32	\$699.83	\$199.95	\$154.48	\$143.51	\$127.07
Eight (8) Quarter page full color ads	32.25	Price / Ad	\$654.68	\$586.95	\$159.96	\$122.87	\$114.81	\$108.36
Twelve (12) Quarter page full color ads	32.25	Price / Ad	\$590.18	\$530.84	\$139.97	\$108.04	\$100.30	\$99.01

Pick any 2

Pick any 4

Pick any 8

Pick any 12

Political Flyer - Print and Distribution Options

Preprinted inserts or flyers are one of the best ways to cost efficiently reach voters by zip code.

They can be highly targeted and readers consider newspapers the preferred source for pre print advertising (76%) ... not the mailbox.

Recent research by Research and Analysis of Media (RAM), an international media research company, shows that nearly nine in 10 of media consumers use newspaper inserts. This is much higher than the usage of direct mailers.

Below, you'll find four different size options that include full color on both sides. We have several different weights of paper, but show you the most common #70 weight. You'll see the different size options and the cost per thousand options based on the quantity printed. Please remember the cost per thousand options INCLUDES BOTH printing and distribution!

Below are a few examples of pricing based on different geographies.



Inserts

Why have 50% of your mailed flyers thrown away as junk mail when S-R readers read, contribute and vote?

not to mention our print AND delivery pricing is less than 10 cents a copy and as low as 4 cents a piece!

We can Print and Distribute your flyers for a lot less than the Direct Mail Paper is 70# gloss book (Non-Bleed) and includes full color on both sides	Flyer Options	10k to 24,999k	25k to 49,999k	50k to 99,999k	100k to 149,999k	150k to 199,999k
	5.5" x 8.5"	\$65.15	\$53.46	\$44.11	\$41.78	\$37.10
	8.5" x 11"	\$70.90	\$58.06	\$46.41	\$42.93	\$37.10
	10.5" x 11"	\$75.32	\$63.63	\$54.28	\$45.67	\$40.99
	11" x 17"	\$99.05	\$86.37	\$78.21	\$57.83	\$52.75

Print & Distributon Option Examples	Quantity Distributed	Quantity Printed	Total Price 5.5" x 8.5"	Total Price 8.5" x 11"	Total Price 10.5" x 11"	Total Price 11" x 17"
Full Run Sunday	99,818	102,000	\$4,261.56	\$4,378.86	\$4,658.34	\$5,898.66
Full Run Saturday	66,323	67,650	\$2,984.04	\$3,139.64	\$3,672.04	\$5,290.91
Full Run Wednesday	68,628	70,000	\$3,087.70	\$3,248.70	\$3,799.60	\$5,474.70
Full Run Tuesday Voters Guide (10/11/16)	160,000	163,200	\$6,054.72	\$6,054.72	\$6,689.57	\$8,608.80
Eastern Washington Zip Codes (Sunday)	90,648	92,500	\$4,080.18	\$4,292.93	\$4,224.48	\$7,234.43
Eastern Washington Zip Codes (Saturday)	57,834	59,000	\$2,602.49	\$2,738.19	\$3,202.52	\$4,614.39
Eastern Washington Zip Codes (Wednesday)	59,982	61,250	\$2,701.74	\$2,842.61	\$3,324.65	\$4,790.36
North Side Voice Zip codes (Thursday)	19,325	19,750	\$1,286.71	\$1,400.28	\$1,487.57	\$1,956.24
South/West Side Voice Zip codes (Thursday)	14,946	15,250	\$993.54	\$1,081.23	\$1,148.63	\$1,510.51
Valley Voice Zip codes (Thursday)	13,483	14,000	\$912.10	\$992.60	\$1,054.48	\$1,386.70
North Idaho Zip Codes (Sunday)	9,170	10,000	\$651.50	\$709.00	\$753.20	\$990.50
North Idaho Zip Codes (Wednesday)	8,646	10,000	\$651.50	\$709.00	\$753.20	\$990.50
North Idaho Zip Codes (Saturday)	8,489	10,000	\$651.50	\$709.00	\$753.20	\$990.50

Digital Package Options

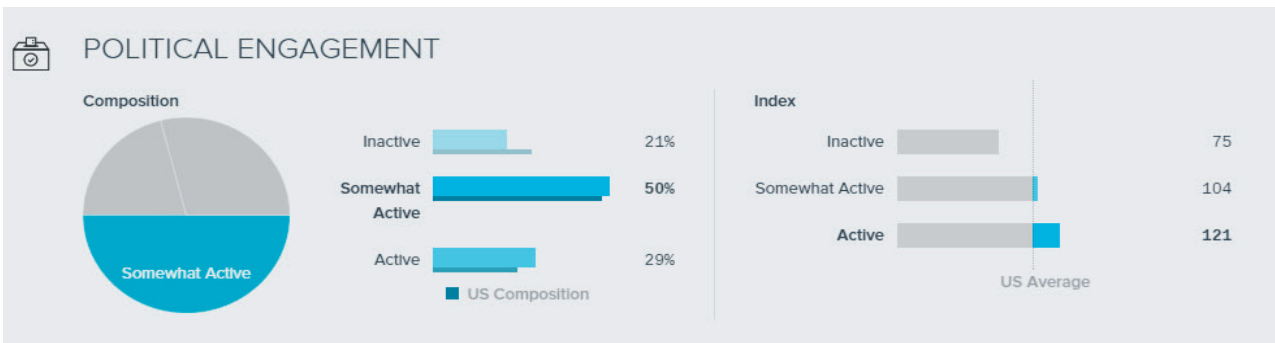
The Spokesman-Review Digital Audience

An analysis of spokesman.com online audience indicates the quality and attractiveness for political campaigns. Spokesman.com users are 12% percent more likely to vote and 52% more likely to contribute to political campaigns than the general public. Credibility is an important asset of newspaper websites. Local newspaper websites are considered to be more trustworthy and reliable than other media websites. In addition, nearly eight in 10 consumers believe newspaper websites' ads are more current.



Spokesman.com also offers:

- A highly educated, affluent audience.
- Direct, immediate communication with voters.



quantcast.com/spokesman.com#/politicalInterestsCard Quantcast 2016

Digital						
Digital Options	Program Detail			Digital Sample Packages		
	ROS Impressions (300x250 and 728x90)	CPM (cost per thousand impressions) w/o Geo-Targeting	CPM with Geo-Targeting (by City or State)	ROS Impressions	Cost w/o Geo-Targeting	Cost with Geo-Targeting
Option 1	0-49,999	\$10.50	\$12.60	25,000	\$262.50	\$315.00
Option 2	50,000-99,999	\$9.10	\$10.92	50,000	\$455.00	\$546.00
Option 3	100,000-199,999	\$7.70	\$9.24	100,000	\$770.00	\$924.00
Option 4	200,000+	\$7.00	\$8.40	200,000	\$1,400.00	\$1,680.00

For more information, contact Sheri Himmelspach or Wes Masterson at 509-459-5095

Political Advertising Guidelines

1. Must contain "Paid Political Advertisement" at the top of the ad in no less than 10 point type and clearly set apart from the body copy.
2. Must contain "Paid for by -----" at the bottom of the ad in no less than 10 point type.
3. Ad must state that the candidate approves the ad.
4. All political ads must be prepaid.
5. Must include a website, address or phone number so people who are interested in the group or candidate can find out more.

Publisher retains sole discretion as to the determination of acceptability of advertising. This includes advocacy or opinion-based advertisement. The Spokesman-Review pays particularly close attention to advocacy or opinion-based advertisement that could be construed as negative or attacking an individual or specific organization. The Spokesman-Review may find it necessary to consult the advertiser in updating or in some cases canceling advertising messages at any time, and such decisions are made in the best interest of our readers and our community.