

2016

## Preprints

### Insertion Rates

Preprint rates are based on cost per thousand (cpm).

Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11"). All other preprinted inserts, including gatefolds and mini-wraps are billed at tabloid page equivalents by measuring the square inches per page, as follows:

Flexi page: 36 to 80 inches (divide by 2)

Tab page: 81-138 inches (use actual pages)

Standard page: 139-215 inches (multiply by 2)

To determine a page count for envelope inserts, calculate the square inches of the envelope to identify square inches per page. Count the envelope and the total pieces enclosed to establish the number of "Tabloid pages."

Minimum size of insert is "4 x 6" and weight is 60#. Maximum folded delivery size must be no larger than 11-3/8" x 11." Irregular, novelty or product sample inserts must have prior written approval from the Publisher before acceptance and delivery.

We accept materials from Advertisers and printers with quantity counts subject to verification at time of insertion. We may verify count by weight, machine recording or other means at our discretion and will apprise the Advertiser of shortages. We accept responsibility for accurate counts only for inserts printed in-house.

\* 5,000 minimum for local advertising

\* 10,000 minimum for national advertising

### Spokane County Enhanced Market Coverage

Virtually every deliverable household in Spokane County, both subscribers and non-subscribers can be reached with **The Spokesman-Review** and our Wednesday (opt-out) and Sunday (opt-in) Pinch Products.

### Shipping Instructions

Truck delivery should be made directly to the receiving dock of the newspaper plant at 50 N. Madison Street, Spokane, WA 99201. Receiving service is available from 7 a.m. to 4 p.m., Monday through Friday; no weekend or holiday service.

Regular Hours: (509) 459-5095

After Hours: (509) 459-5002 (Guard Station)

### Deadlines

Preprint reservations are due at noon on Wednesday prior to Tuesday through Sunday insertion the following week.

Delivery deadline is Friday at 3pm prior to Tuesday through Sunday insertion the following week.

Thanksgiving Day reservation deadline is Wednesday November 9th. Delivery deadline is Friday, November 11th.

### 2016 Bonus Days

Friday, January 1st

Monday, May 30th

Monday, September 5th

Tuesday, October 11th

Thursday, November 24th (full run required)

Monday, December 19th



## THE SPOKESMAN-REVIEW

spokesman.com

**Call your Multimedia Sales Executive to discuss your options for 2016**

or visit [www.spokesman.com/advertising](http://www.spokesman.com/advertising)

Spokane 509-459-5095 • Toll Free 1-800-338-8801

# Preprint Insertion Cost-Per-Thousand Rates\*

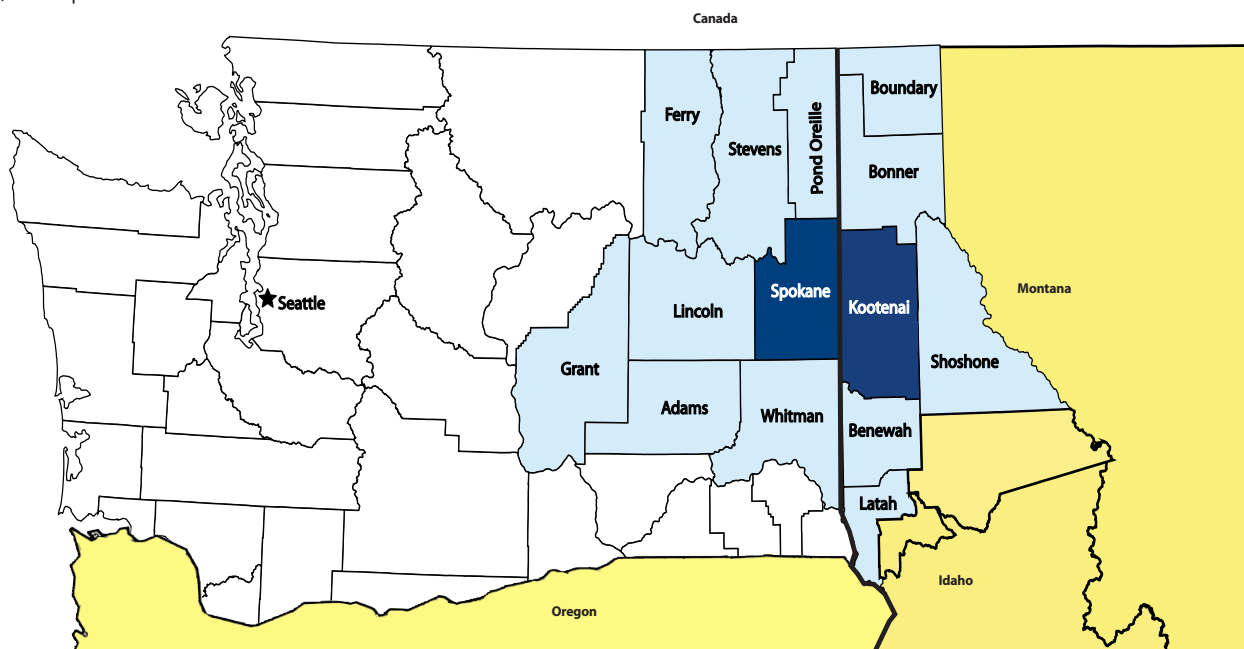
## Number of Pages

Flexi Standard Tab				Flexi Standard Tab				Flexi Standard Tab			
		2	\$46.75	36	9	18	\$71.75	68	17	34	\$82.25
8	2	4	\$50.75	40	10	20	\$73.75	72	18	36	\$83.25
12	3	6	\$54.50	44	11	22	\$75.50	76	19	38	\$84.25
16	4	8	\$58.00	48	12	24	\$77.00	80	20	40	\$85.25
20	5	10	\$61.25	52	13	26	\$78.25	84	21	42	\$86.25
24	6	12	\$64.25	56	14	28	\$79.25	88	22	44	\$87.25
28	7	14	\$67.00	60	15	30	\$80.25	92	23	46	\$88.25
32	8	16	\$69.50	64	16	32	\$81.25	96-128	24-32	48-64	\$89.25

\*Discounts available based on distribution frequency and percentage of circulation purchased. For page counts not listed, contact your sales executive.

## Distribution Area

*The Spokesman-Review* is distributed to 133 zip codes in 14 counties across two states; Eastern Washington and North Idaho equaling more than 25,000 square miles.



## Coverage by Zip Code/Zone

*The Spokesman-Review* delivers inserts, preprints and sticky notes by advertising zone. Zones within the primary distribution areas of Spokane and Kootenai counties are predominantly zip code specific or sub zip. Zones in the surrounding 12 counties include multiple zip codes.

## Circulation

Alliance for Audited Media – Q3 2015

Sun: 101,286

Mon: 56,577

Tue: 53,669

Wed: 70,534

Thu: 61,028

Fri: 54,492

Sat: 69,781

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