

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

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	\$53.77	\$40.33	\$37.64	\$43.91			\$7.22				
Tuesday	\$50.99	\$38.24	\$35.69	\$41.64			\$7.14				
Wednesday	\$83.88	\$62.91	\$58.71	\$68.50			\$11.44				\$15.93
Thursday	\$72.52	\$54.39	\$50.77	\$59.23			\$9.68	\$21.73	\$16.79	\$15.59	
Friday	\$64.72	\$48.54	\$45.30	\$52.86	\$25.89		\$8.73				
Saturday	\$82.97	\$62.23	\$58.08	\$67.76			\$11.09				
Sunday	\$90.46	\$67.85	\$63.33	\$73.88		\$58.80	\$12.01				\$16.58

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 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