

LOCAL GENERAL

# 2017

## Each week The Spokesman-Review reaches more than 285,000 Inland Northwest adults.

With multiple print and digital options, we have advertising solutions that generate results and fit almost any budget. Whether you want to reach our entire market or just a few zip codes, we have options for any size business.



### SPOKESMAN-REVIEW IN SPOKANE DMA



Base: Spokane DMA (899,400 Adults 18+)  
Weekly Net Print (including E-Edition) and Weekly Spokesman.com  
Source: Nielsen Scarborough Spokane R2 2016

## 2017 LOCAL GENERAL RATE CARD

**Quarterly Investment Level** – Print rate pricing has five (5) investment levels based on the advertiser’s quarterly Investment in newspaper products. Pricing discounts are built into each investment level to help fund incremental investment and thus incremental results.

**Frequency Thresholds** - Results of a 3-year study, including 146,000 advertisers, in 14 U.S. markets found that advertisers generating strong, regular results from their advertising were adhering to local “momentum thresholds” when constructing advertising campaigns. Advertisers not meeting these minimum thresholds have only a 20 percent chance of generating successful results. We have adopted these minimum frequency thresholds into our pricing to significantly increase the probability of our advertisers generating results.

Quarterly Investment Level	1 x time rate	3 x per Week	8 x per Month	16 x per Quarter
<b>Less than \$3,000 per Quarter</b>				
Daily	\$65.18	\$39.10	\$35.85	\$24.76
*Daily with Enhancer Products	\$57.35	\$34.41	\$31.55	\$21.79
Sunday	\$82.50	\$49.50	\$45.38	\$31.35
*Sunday with Enhancer Products	\$70.13	\$42.08	\$38.57	\$26.65
<b>\$3,000 to \$5,999 per Quarter</b>				
Daily	\$58.66	\$35.20	\$32.26	\$22.29
*Daily with Enhancer Products	\$51.62	\$30.98	\$28.39	\$19.61
Sunday	\$74.25	\$44.55	\$40.84	\$28.21
*Sunday with Enhancer Products	\$63.11	\$37.87	\$34.71	\$23.98
<b>\$6,000 to \$8,999 per Quarter</b>				
Daily	\$55.40	\$33.24	\$27.43	\$21.05
*Daily with Enhancer Products	\$48.75	\$29.25	\$24.13	\$18.52
Sunday	\$70.13	\$42.08	\$34.71	\$26.65
*Sunday with Enhancer Products	\$59.61	\$35.76	\$29.51	\$22.65
<b>\$9,000 to \$14,999 per Quarter</b>				
Daily	\$53.44	\$32.06	\$22.49	\$20.31
*Daily with Enhancer Products	\$47.03	\$28.22	\$19.79	\$17.88
Sunday	\$67.65	\$40.59	\$28.46	\$25.71
*Sunday with Enhancer Products	\$57.50	\$34.50	\$24.19	\$21.86
<b>\$15,000 or more per Quarter</b>				
Daily	\$51.49	\$30.89	\$17.76	\$19.56
*Daily with Enhancer Products	\$45.31	\$27.18	\$15.63	\$17.22
Sunday	\$65.18	\$39.10	\$22.49	\$24.76
*Sunday with Enhancer Products	\$55.40	\$33.24	\$19.11	\$21.05

*\*Use Daily or Sunday Enhancer rates only when also purchasing other qualified products.*

## 2017 LOCAL GENERAL PRINT ENHANCER RATES

Enhancer products are regular print or digital products directed at audiences based on content, geography, or may be products targeted to non-subscriber households. Use of enhancer products helps the advertiser reach minimum frequency thresholds and greatly increases potential results. Results from a 3-year study suggested that advertisers who invest a minimum of 25% of advertising campaign dollars into Enhancer products significantly increase results.

Quarterly Investment Level	1 x time rate	3 x per Week	8 x per Month	16 x per Quarter
<b>Less than \$3,000 per Quarter</b>				
Generations, Health (Mon. & Tues)	\$42.36	\$25.42	\$23.30	\$16.10
Features, Food, Outdoors, Arts & Ent (7)	\$53.63	\$32.18	\$29.49	\$20.38
Classifieds	\$53.63	\$32.18	\$29.49	\$20.38
Zoned Voice Editions (North, South, Valley)	\$23.93	\$14.36	\$13.16	\$9.09
Business (Tues – Sun)	\$49.50	\$29.70	\$27.23	\$18.81
Special Sections	\$41.25	\$24.75	\$22.69	\$15.68
Wed TMC & Sunday SMC	\$23.93	\$14.36	\$13.16	\$9.09
<b>\$3,000 to \$5,999 per Quarter</b>				
Generations, Health (Mon. & Tues)	\$38.13	\$22.88	\$20.97	\$14.49
Features, Food, Outdoors, Arts & Ent (7)	\$48.26	\$28.96	\$26.54	\$18.34
Classifieds	\$48.26	\$28.96	\$26.54	\$18.34
Zoned Voice Editions (North, South, Valley)	\$21.53	\$12.92	\$11.84	\$8.18
Business (Tues – Sun)	\$44.55	\$26.73	\$24.50	\$16.93
Special Sections	\$37.13	\$22.28	\$20.42	\$14.11
Wed TMC & Sunday SMC	\$21.53	\$12.92	\$11.84	\$8.18
<b>\$6,000 to \$8,999 per Quarter</b>				
Generations, Health (Mon. & Tues)	\$36.01	\$21.60	\$17.83	\$13.68
Features, Food, Outdoors, Arts & Ent (7)	\$45.58	\$27.35	\$22.56	\$17.32
Classifieds	\$45.58	\$27.35	\$22.56	\$17.32
Zoned Voice Editions (North, South, Valley)	\$20.34	\$12.20	\$10.07	\$7.73
Business (Tues – Sun)	\$42.08	\$25.25	\$20.83	\$15.99
Special Sections	\$35.06	\$21.04	\$17.36	\$13.33
Wed TMC & Sunday SMC	\$20.34	\$12.20	\$10.07	\$7.73
<b>\$9,000 to \$14,999 per Quarter</b>				
Generations, Health (Mon. & Tues)	\$34.73	\$20.84	\$14.62	\$13.20
Features, Food, Outdoors, Arts & Ent (7)	\$43.97	\$26.38	\$18.50	\$16.71
Classifieds	\$43.97	\$26.38	\$18.50	\$16.71
Zoned Voice Editions (North, South, Valley)	\$19.62	\$11.77	\$8.25	\$7.46
Business (Tues – Sun)	\$40.59	\$24.35	\$17.08	\$15.43
Special Sections	\$33.83	\$20.29	\$14.23	\$12.86
Wed TMC & Sunday SMC	\$19.62	\$11.77	\$8.25	\$7.46
<b>\$15,000 or more per Quarter</b>				
Generations, Health (Mon. & Tues)	\$33.47	\$20.08	\$11.55	\$12.72
Features, Food, Outdoors, Arts & Ent (7)	\$42.36	\$25.42	\$14.62	\$16.10
Classifieds	\$42.36	\$25.42	\$14.62	\$16.10
Zoned Voice Editions (North, South, Valley)	\$18.90	\$11.34	\$6.52	\$7.18
Business (Tues – Sun)	\$39.11	\$23.46	\$13.49	\$14.86
Special Sections	\$32.59	\$19.55	\$11.24	\$12.38
Wed TMC & Sunday SMC	\$18.90	\$11.34	\$6.52	\$7.18

**Print Ad Color** – Color pricing for print ads is based on the size of the display ad and is expressed as a percentage of the space charge. Simply add the appropriate percentage (in the table below) to the space charge to determine the additional cost for color.

Ad Size	1 x time rate	3 x per Week	8 x per Month	16 x per Quarter
Less than 30"	35%	20%	15%	15%
30" to 59.75"	25%	15%	12%	12%
60" to 119.75"	20%	12%	10%	10%
120" or more	15%	10%	8%	8%

#### Print Mechanicals

Columns	Inches
1	1.556
2	3.222
3	4.875
4	6.542
5	8.208
6	9.875

## 2017 DIGITAL PRODUCT PRICING EXAMPLES

Many of our digital advertising products qualify as enhancers to our print products and offer additional reach and frequency. Digital advertising is an important part of the portfolio mix to produce positive results momentum. Use of digital enhancer products helps the advertiser reach minimum frequency thresholds and increases potential results.

Digital Enhancer Product	Ad Size	Impression Minimums	Time Frame	Price
ROS (Geo-Targeted) on Spokesman.com	728x90 and 300x250	25K	Week	\$14.04 cpm
ROS (Geo-Targeted) on Spokesman.com	728x90 and 300x250	100K	Month	\$11.88 cpm
ROS (Geo-Targeted) on Spokesman.com	728x90 and 300x250	300k	Quarter	\$10.80 cpm
ROS (Non-Targeted) on Spokesman.com	728x90 and 300x250	40K	Week	\$11.70 cpm
ROS (Non-Targeted) on Spokesman.com	728x90 and 300x250	160K	Month	\$9.90 cpm
ROS (Non-Targeted) on Spokesman.com	728x90 and 300x250	480K	Quarter	\$9.00 cpm
Customized off-site Targeting	<sup>1</sup> See sizes below	25K	Week	\$10.00 cpm
Customized off-site Targeting	<sup>1</sup> See sizes below	100K	Month	\$10.00 cpm
Customized off-site Targeting	<sup>1</sup> See sizes below	300k	Quarter	\$10.00 cpm
Premium Super Leaderboard	<sup>2</sup> See sizes below	15K	Day	\$300 flat
Premium Desktop Dashboard	300x100	40K	Day	\$350 flat
Premium Desktop Anchor	728x90	40K	Day	\$750 flat
ROS of SR Mobile	320x50	20K	Month	\$150 flat
Mobile Header	320x50	150K	Month	\$1000 flat
Mobile Big Ad	300x250	50K	Month	\$500 flat

<sup>1</sup>Customized off site Targeting sizes include: 1200x628, 728x90, 468x60, 320x50, 300x600 and 300x250.

<sup>2</sup>Super Leaderboard sizes include: 1280x100, 970x90 and 728x90

Contact your Sales Executive or call 509-459-5095 for any questions or to talk about other customized digital solutions.