Retail Preprint Rates

2017

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 8th. Delivery deadline is Friday, November 10th.

2017 Bonus Days

Tuesday, October 10th
Thursday, November 23rd (full run required)
Monday, December 25th

THE SPOKESMAN-REVIEW
spokesman.com

Call your Multimedia Sales Executive to discuss your options for 2017
or visit 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	
		2	$46.75
8	2	4	$50.75
12	3	6	$54.50
16	4	8	$58.00
20	5	10	$61.25
24	6	12	$64.25
28	7	14	$67.00
32	8	16	$69.50

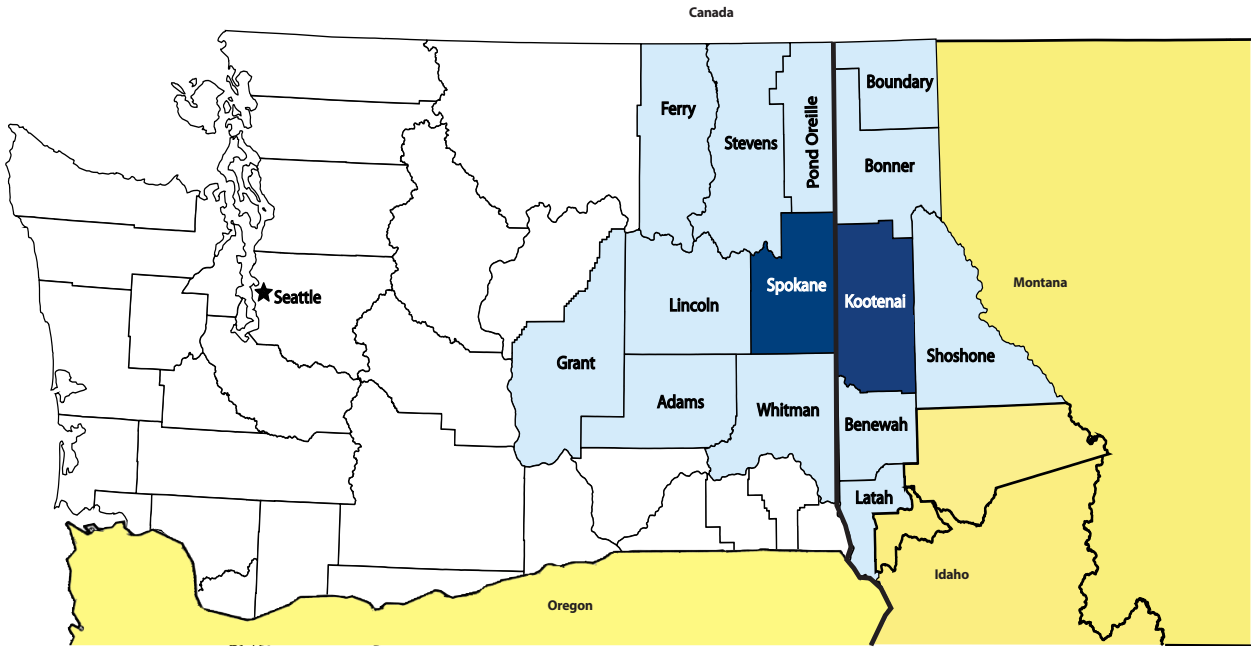
Flexi	Standard	Tab	
36	9	18	$71.75
40	10	20	$73.75
44	11	22	$75.50
48	12	24	$77.00
52	13	26	$78.25
56	14	28	$79.25
60	15	30	$80.25
64	16	32	$81.25

Flexi	Standard	Tab	
68	17	34	$82.25
72	18	36	$83.25
76	19	38	$84.25
80	20	40	$85.25
84	21	42	$86.25
88	22	44	$87.25
92	23	46	$88.25
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 2016
Sun: 97,486
Mon: 53,152
Tue: 50,599
Wed: 68,773
Thu: 62,799
Fri: 51,324
Sat: 70,877

2017

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