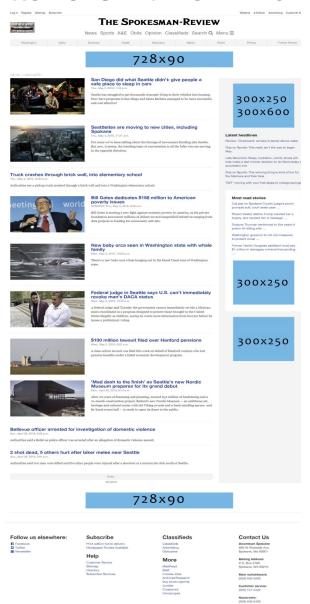# THE SPOKESMAN-REVIEW
DISPLAY ADVERTISING

RUN OF SITE PLACEMENTS

Spokesman.com has the largest local online reach of any Inland Northwest media website, with over 4.5 million pageviews and 1.4 million unique visitors monthly.

- - Google Analytics

Spokesman.com Mobile has nearly 1.1 million sessions, is visited by more than 728,000 users, and those users rack up over 1.8 million pageviews per month.

- - Google Analytics

Add TARGETING to your campaign
and put your message in front of users actively searching for your products or services.

RUN OF SITE	Starting at $10 CPM	
50,000 imp. **$500**	75,000 imp. **$750**	100,000 imp. **$950**

The more you buy the cheaper the price!

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THE SPOKESMAN-REVIEW

Free Digital Audit Report at www.triple9digital.com

THE SPOKESMAN-REVIEW
DISPLAY ADVERTISING

PREMIUM PLACEMENTS

Super Leaderboard:
15,000 average impressions/day
$350/Day or $300/Day for 2+ Days

Dimensions: 1280x100, 970x90 + 728x90. Positioned at the top of the homepage and is responsive to the reader's screen size.

Dashboard:
30,000 average impressions/day - $250/Day
Dimensions: 300x250. The Dashboard runs on the homepage and throughout the site.

Anchor:
$600/Day or $500/Day for 2+ Days
40,000 average impressions/day
Positioned at the bottom of every page, sticks with the scroll and is frequency capped to deliver every 5 minutes

Right Rail ROS
$150/Day or $3000/Month
500,000 minimum impressions/month
Appears on all pages EXCEPT the Homepage.
Exclusive to 1 advertiser and runs throughout the site.

Peel Back: $200/Day
15,000 Average impressions/day
Loads in the top right corner of the homepage and is responsive to the reader's screen size.

Mobile Header: $800 for 30 Days
150,000 minimum impressions/month
Delivered above the fold on every page. The ad rotates with up to 3 advertisers.

Mobile Big Ad: $650 for 30 Days
200,000 minimum impressions/month
The largest ad unit on the site rotates with up to 7 advertisers.

AD SPECIFICATIONS

100kb max file size

Animation:
Max 3 loops
Max length 15 secs

Mobile Ads:
Big Ad: 300x250
Anchor: 320x50
Header: 320x50

HTML5 Ads:
Created with Adobe Animate
We host or client hosts
No more Flash ads

Desktop Ads:
Super Leader Board: 1280x100, 970x90, 728x90
Leader Board ROS: 728x90
Home Page Big Ad: 300x600
Dashboard: 300x250
Right Rail ROS: 100x525
Anchor ROS : 728x90
Weather Tile: 120x60

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