

# THE SPOKESMAN-REVIEW

## DISPLAY ADVERTISING

### RUN OF SITE PLACEMENTS

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**728x90**

**San Diego did what Seattle didn't: give people a safe place to sleep in cars**  
 Seattle has struggled to get thousands of people living in their vehicles into housing. How have programs in San Diego and Santa Barbara managed to be more successful, and more effective?

**Seattleites are moving to new cities, including Spokane**  
 For years we've been talking about the throngs of newcomers flooding into Seattle. But now, it seems, the bleeding edge of immigration is all the folks who are moving in the opposite direction.

**Truck crashes through brick wall, into elementary school**  
 Authorities say a pickup truck crashed through a brick wall and into a Washington elementary school.

**Bill Gates dedicates \$150 million to American poverty issues**  
 Bill Gates is starting a new fight against systemic poverty in America, as his private foundation announces rollout of dozens toward suspended restrictive ranging from data projects to funding for community activists.

**New baby orca seen in Washington state with whale family**  
 There's a new baby orca whale hanging out to the Hood Canal area of Washington state.

**Federal judge in Seattle says U.S. can't immediately revoke man's DACA status**  
 A federal judge said Tuesday the government cannot immediately revoke a Mexican man's enrollment in a program designed to protect those brought to the United States illegally as children, saying he wants more information from lawyers before he issues a preliminary ruling.

**\$100 million lawsuit filed over Hanford pensions**  
 A class-action lawsuit was filed this week on behalf of Hanford workers who lost pension benefits under a failed economic development program.

**'Mad dash to the finish' as Seattle's new Nordic Museum prepares for its grand debut**  
 After 20 years of dreaming and planning, around \$20 million of fundraising and a 20-month construction project, Seattle's new Nordic Museum — an exhibition, art, heritage and cultural center with old Viking events and a fresh-stuffing apron — and the brand arena hall — is ready to open its doors to the public.

**Bellevue officer arrested for investigation of domestic violence**  
 Authorities said a Bellevue police officer was arrested after an allegation of domestic violence assault.

**2 shot dead, 5 others hurt after biker melee near Seattle**  
 Authorities said two men were killed and five other people were injured after an ambush at a motorcycle club south of Seattle.

**300x250**  
**300x600**

**Latest headlines**  
 Review: 'Overboard' remains a barely above water  
 Dig on Sports: This really isn't the way to begin May  
 Late Bloomer: Sleep, hydration, comfy shoes will help make a last-minute decision to do Bloomerday a successful one  
 Dig on Sports: This weird thing is kind of fun for the Mariners and their fans  
 'GET' moving with your first steps to college sports

**Most read stories**  
 Cat pee on Spokane County judge's porch prompts walk-out media case ...  
 Shawn Vasile: Before Trump handed her a trophy, she handed him a message ...  
 Dwayne Thurman sentenced to five years in prison for killing wife ...  
 Washington governor to roll out measures to protect state ...  
 Former Hanford Douglas assistant must pay \$1 million in damages, criminal trial pending

**300x250**  
**300x250**

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



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Anchor

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## 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.



Right Rail

### 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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