

**AUTOMOTIVE  
ADVERTISING**

*Our  
135<sup>th</sup>  
year*



2018

After 135 years, *The Spokesman-Review* remains the most trusted and most used source of news and information in and about Spokane and the Inland Northwest. Each week we connect with more than 275,000 readers in our region through an array of digital and print products. We foster informed public discussion in the interest of good governance, prosperity and quality of life. We remain our region's No.1 business resource, helping our customers connect with their customers with our vast portfolio of advertising products, marketing services and media planning expertise.

**THE SPOKESMAN-REVIEW**

509-459-5095  
999 W. Riverside Ave  
Spokane WA 99210  
SPOKESMAN.COM

# 2018 SUNDAY & DAILY DISPLAY AD PRICING

Display ad pricing is based on the advertiser's quarterly expenditure, the number of ads run in a given time period (Ads/week, Ads/month or Ads/Quarter), the product(s) in which the ad is run, and finally whether the ad is run in a \*Daily product or a Sunday product.

If your advertising campaign is targeted for short or longer term results, we have effective frequency pricing designed to get you results. Whether you want results in a week, a month or a quarter our programs are designed to help you get the most from your advertising budget. Because multi-channel advertising increases effectiveness, we further incentivize advertisers to purchase a mix of products to increase reach and enhance results.

**These Sunday and Daily rates are used when the advertiser purchases Main News or Northwest News and no other product mix**

Automotive		Open		3 Ads / Week		8 Ads / Month		16 Ads / Quarter	
Product	Quarterly Investment Level	Space CPI	Color CPI	Space CPI	Color CPI	Space CPI	Color CPI	Space CPI	Color CPI
Sunday	E - \$0 to \$2999	\$33.41	\$4.72	\$20.04	\$2.83	\$15.70	\$2.22	\$12.70	\$1.79
Sunday	D - \$3000 to \$5999	\$30.07	\$4.25	\$18.04	\$2.55	\$14.13	\$2.00	\$11.43	\$1.62
Sunday	C - \$6000 to \$8999	\$28.40	\$4.02	\$17.04	\$2.41	\$13.35	\$1.89	\$10.79	\$1.53
Sunday	B - \$9000 to \$14999	\$27.39	\$3.87	\$16.43	\$2.32	\$12.88	\$1.82	\$10.41	\$1.47
Sunday	A - \$15000+	\$26.40	\$3.73	\$15.83	\$2.24	\$12.40	\$1.75	\$10.03	\$1.42
Daily	E - \$0 to \$2999	\$26.40	\$3.73	\$15.83	\$2.24	\$12.40	\$1.75	\$10.03	\$1.42
Daily	D - \$3000 to \$5999	\$23.75	\$3.36	\$14.26	\$2.02	\$11.16	\$1.58	\$9.03	\$1.28
Daily	C - \$6000 to \$8999	\$22.44	\$3.17	\$13.46	\$1.90	\$10.55	\$1.49	\$8.53	\$1.21
Daily	B - \$9000 to \$14999	\$21.64	\$3.06	\$12.99	\$1.84	\$10.17	\$1.44	\$8.22	\$1.16
Daily	A - \$15000+	\$20.85	\$2.95	\$12.51	\$1.77	\$9.80	\$1.39	\$7.93	\$1.12

**These Sunday and Daily rates may be used when the advertiser purchases a portfolio mix of 1 or more enhancer products**

Automotive		Open		3 Ads / Week		8 Ads / Month		16 Ads / Quarter	
Product	Quarterly Investment Level	Space CPI	Color CPI	Space CPI	Color CPI	Space CPI	Color CPI	Space CPI	Color CPI
Sunday Enhanced	E - \$0 to \$2999	\$28.40	\$4.02	\$17.04	\$2.41	\$13.35	\$1.89	\$10.79	\$1.53
Sunday Enhanced	D - \$3000 to \$5999	\$25.56	\$3.61	\$15.33	\$2.17	\$12.01	\$1.70	\$9.71	\$1.37
Sunday Enhanced	C - \$6000 to \$8999	\$24.14	\$3.41	\$14.48	\$2.05	\$11.34	\$1.60	\$9.18	\$1.30
Sunday Enhanced	B - \$9000 to \$14999	\$23.29	\$3.29	\$13.97	\$1.98	\$10.95	\$1.55	\$8.854	\$1.25
Sunday Enhanced	A - \$15000+	\$22.44	\$3.17	\$13.45	\$1.90	\$10.55	\$1.49	\$8.53	\$1.21
Daily Enhanced	E - \$0 to \$2999	\$23.22	\$3.28	\$13.94	\$1.97	\$10.92	\$1.54	\$8.83	\$1.25
Daily Enhanced	D - \$3000 to \$5999	\$20.91	\$2.96	\$12.54	\$1.77	\$9.82	\$1.39	\$7.95	\$1.12
Daily Enhanced	C - \$6000 to \$8999	\$19.74	\$2.79	\$11.84	\$1.67	\$9.28	\$1.31	\$7.50	\$1.06
Daily Enhanced	B - \$9000 to \$14999	\$19.04	\$2.69	\$11.43	\$1.62	\$8.95	\$1.27	\$7.24	\$1.02
Daily Enhanced	A - \$15000+	\$18.35	\$2.60	\$11.01	\$1.56	\$8.63	\$1.22	\$6.97	\$1.00

\*Daily is defined as a Monday, Tuesday, Wednesday, Thursday, Friday or Saturday. Some restrictions apply; please consult with your sales executive.

Sticky Note Ads	10,000	24,000	50,000	100,000
3" x 3" Full color F&B - Main News	\$82.00	\$55.50	\$48.50	\$44.00
3" x 3" Full color F&B - Other Section	\$77.00	\$50.50	\$43.50	\$39.00

10,000 print minimum – 15 business days in advance for artwork –

Discounts apply for frequency of distribution – call your Sales Executive at 509-459-5095





# ENHANCED PRINT PRODUCTS THAT WORK WITH DAILY & SUNDAY ENHANCED PRICING

For pricing of these products please call your Sales Executive at 509-459-5095, or you can also visit us at [spokesman.com/advertising/](http://spokesman.com/advertising/)

Enhancer Products	Days Available
Family	Mondays
Health	Tuesdays
Business	Tuesdays - Sundays
Today	Wednesday, Thursday, Saturday, Sunday
Pinch	Wednesdays & Sundays
Outdoors	Thursdays
North Voice	Thursdays
South Voice	Thursdays
Valley Voice	Thursdays
Spokane 7	Fridays
Sports	7 days a week
Classifieds	7 days a week
Sticky Note Ads	7 days a week
Preprints	Wednesday, Thursday, Friday, Sunday
Evercannabis	Last Friday of every month
Special Sections	See Special Sections Calendar
Platinum	See Platinum Calendar



## 2018 DIGITAL PRODUCT RATES

Many of our digital advertising products qualify as enhancers to our print products and offer additional reach and frequency. Digital advertising is critical to the portfolio mix in producing positive results. Use of digital enhancer products helps the advertiser reach minimum frequency thresholds and increases potential results. Make sure to add sufficient impressions to qualify for Enhancer points (noted below).

.Com/Mobile	Ad Sizes	ROS or Targeted	Impressions	CPM
Extend the reach and frequency of your campaign by advertising on the region's largest and most trusted digital platforms.	728x90 300x250 320x50	Your Impressions can be Run of Site (ROS) or Targeted to specific demos or geographies	25,000	\$10.00
			50,000	\$9.85
			75,000	\$9.70
			150,000	\$9.25
			300,000	\$8.35
			500,000	\$7.15

Premium Products	Placement	Sizes	Billing Units	Price
Mobile	Header	320x50	Per 30 Days	\$800
Mobile	Big Ad	300x250	Per 30 Days	\$650
HomePage Premium	Superleaderboard	1280x100, 970x90, 728x90	Single Day	\$350
HomePage Premium	Superleaderboard	1280x100, 970x90, 728x90	Multiple Days	\$300
Premium Desktop	Dashboard	300x250	Per Day	\$250
Premium Desktop	Anchor	728x90	Single Day	\$600
Premium Desktop	Anchor	728x90	Multiple Days	\$500
Right Rail	ROS	100x525	Day	\$150
Right Rail	ROS	100x525	Month	\$3,000
HomePage Premium	Peel Back	510x510	Day	\$200

# RETAIL PREPRINT

Retail Preprint			
Flexi Pgs	Std Pgs	Tab Pgs	Open CPM
		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
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
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

Preprint Information
<p>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:</p> <ul style="list-style-type: none"> <li>• Flexi page: 36 to 80 inches (divide by 2)</li> <li>• Tab page: 81-138 inches (use actual pages)</li> <li>• Standard page: 139-215 inches (multiply by 2)</li> </ul> <p>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."</p> <p>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.</p> <p>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.</p> <p>* 5,000 minimum for local advertising * 10,000 minimum for national advertising.</p> <p><b>Spokane County Enhanced &amp; Select Market Coverage</b></p> <p>Many non-subscribing households in Spokane County can be reached in addition to our subscriber households.</p> <ul style="list-style-type: none"> <li>• Wednesday Pinch is our Enhanced Coverage product and is distributed on Wednesdays to a majority of non-subscribing households. Delivery to specific addresses is not guaranteed.</li> <li>• Sunday Pinch is our Select Market Coverage product and is distributed on Sundays by request (opt-in).</li> </ul>

Discounts are available based on frequency (weeks per year) and Quantity (Percent of Circulation). For Deadlines and shipping and receiving instructions, please contact us at 509-459-5095

Print & Deliver Inserts	10,000	25,000	50,000	100,000	150,000
8.5" x 11" Single Sheet 70#	\$70.50	\$61.50	\$55.50	\$52.50	\$49.50
8.5" x 5.5" 7 Pt w/ Return Card	\$64.50	\$56.50	\$53.50	\$51.50	\$49.50
10.5" x 11" - #70 Jumbo	\$75.50	\$67.50	\$64.50	\$55.50	\$53.50
11" x 17" - 70# 4-Page folded	\$99.50	\$91.50	\$88.50	\$70.50	\$68.50

10,000 print minimum – 15 business days in advance for artwork – Other paper weights available.  
Discounts apply for frequency of distribution – call your Sales Executive at 509-459-5095