

# DISPLAY ADVERTISING

# THE SPOKESMAN-REVIEW

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



| RUN OF SITE                             |   |  |
|---|---|--|
| 50,000 imp.<br><b>\$500</b><br>\$10 CPM | 75,000 imp.<br><b>\$730</b><br>\$9.70 CPM | 100,000 imp.<br><b>\$955</b><br>\$9.55 CPM |

## RUN OF SITE PLACEMENTS

**TRIPLE-nine** Digital



THE SPOKESMAN-REVIEW

Google Partner

Free Digital Health Report at [www.triple9digital.com](http://www.triple9digital.com)

# PREMIUM DISPLAY ADVERTISING

# THE SPOKESMAN-REVIEW

## PREMIUM PLACEMENTS

### SUPER LEADERBOARD:

**15,000 average impressions/day**  
**\$350/Day or \$300/Day for 2+ Days**

Positioned at the top of the homepage and is responsive to the reader's screen size.

### DASHBOARD:

**30,000 average impressions/day**  
**+\$250/Day**

The Dashboard runs on the homepage and throughout the site.

### ANCHOR:

**40,000 average impressions/day**  
**\$600/Day or \$500/Day for 2+ Days**

Positioned at the bottom of every page, sticks with the scroll and is frequency capped to deliver every 5 minutes.

### RIGHT RAIL ROS:

**500,000 minimum impressions/month**  
**\$200/Day or \$4000/Month**

Appears on all pages EXCEPT the Homepage. Exclusive to 1 advertiser and runs throughout the site.

### PEEL BACK:

**15,000 Average impressions/day**  
**\$150/Day**

Loads in the top right corner of the homepage and is responsive to the reader's screen size.

### MOBILE HEADER:

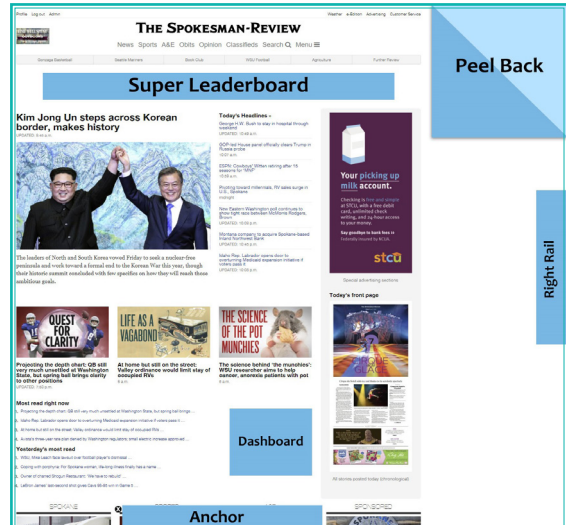
**150,000 minimum impressions/month**  
**\$800 for 30 Days**

Delivered above the fold on every page. The ad rotates with up to 3 advertisers.

### MOBILE BIG AD:

**200,000 minimum impressions/month**  
**\$650 for 30 Days**

The largest ad unit on the site rotates with up to 7 advertisers.



### HOME PAGE TAKEOVER:

**\$1250/Day or \$1125/Day for 2+ Days**

Includes Super Leader, Dashboard, Anchor and Peel  
Add the (5) below the fold 728x90 spots for an additional \$200 (when purchased with the above Home Page Takeover package).

## 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 Leaderboard:

1280x100, 970x90, 728x90

Leader Board ROS: 728x90

Home Page Big Ad: 300x600

Dashboard: 300x250

Peel Back: 525x525

Right Rail ROS: 100x525

Anchor ROS: 728x90

Weather Tile: 120x60

Video Display Advertising also available on Spokesman.com & Spokesman Mobile websites.