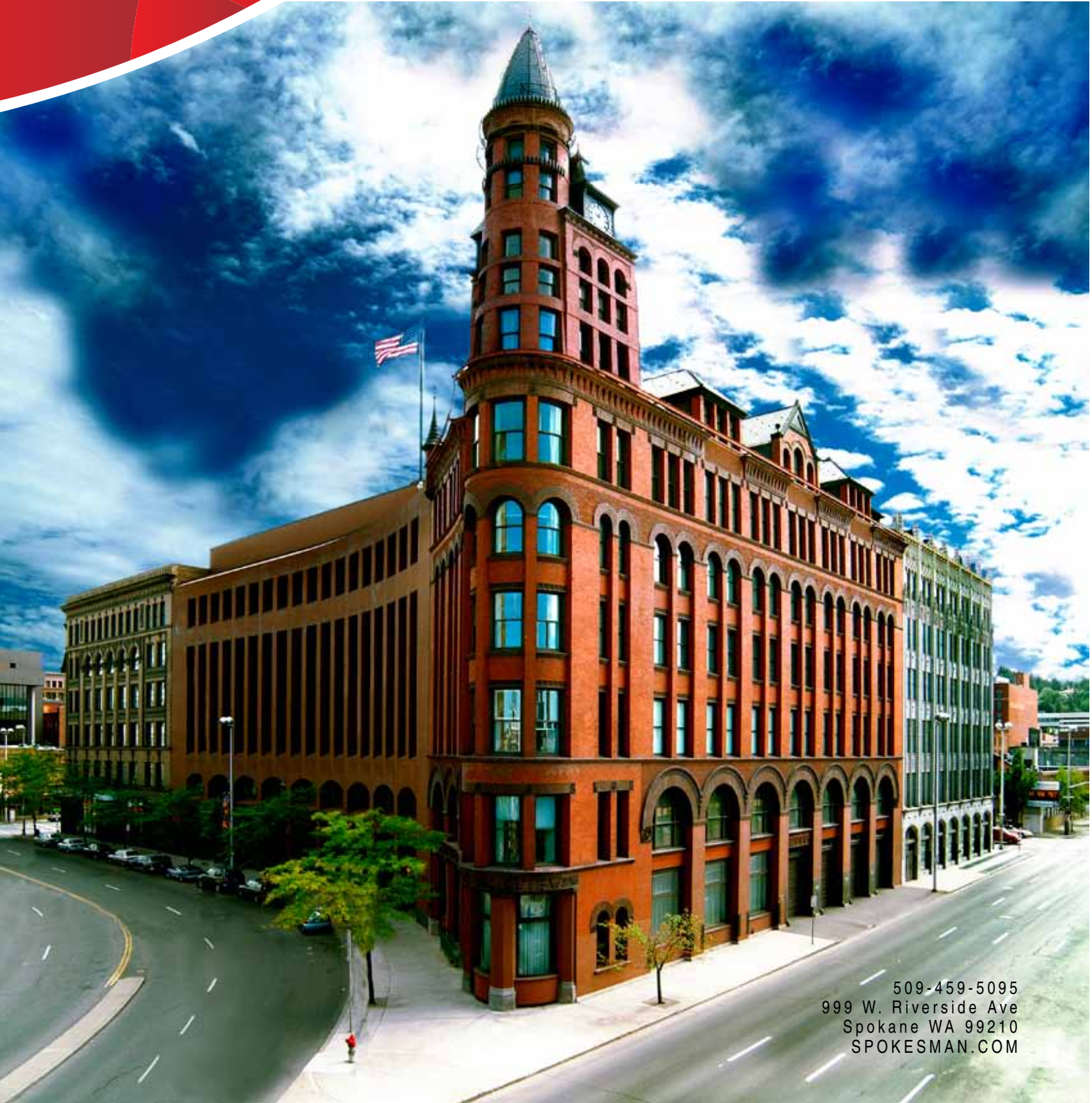


**NATIONAL
ADVERTISING**

2019

THE SPOKESMAN-REVIEW
spokesman.com



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

NATIONAL PREPRINT

National Preprints			
Flexi Pgs	Std Pgs	Tab Pgs	Open CPM
		2	\$58.44
8	2	4	\$63.44
12	3	6	\$68.13
16	4	8	\$72.50
20	5	10	\$76.56
24	6	12	\$80.31
28	7	14	\$83.75
32	8	16	\$86.88
36	9	18	\$89.69
40	10	20	\$92.19
44	11	22	\$94.38
48	12	24	\$96.25
52	13	26	\$97.81
56	14	28	\$99.06
60	15	30	\$100.31
64	16	32	\$101.56
68	17	34	\$102.81
72	18	36	\$104.06
76	19	38	\$105.31
80	20	40	\$106.56
84	21	42	\$107.81
88	22	44	\$109.06
92	23	46	\$110.31
96-128	24-32	48-64	\$111.56

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"> • 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) <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>Spokane County Enhanced & Select Market Coverage</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"> • 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. • Sunday Pinch is our Select Market Coverage product and is distributed on Sundays predominantly by request (opt-in).

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	24,000	50,000	100,000	150,000
8.5" x 11 Single Sheet	\$59.50	\$51.50	\$46.00	\$43.25	\$40.50
8.5" x 5.5" Mini Card	\$53.50	\$46.50	\$44.00	\$42.25	\$40.50
10.5" x 11" Jumbo	\$64.50	\$57.50	\$55.00	\$46.25	\$44.50
11" x 17" 4-Page folded	\$90.00	\$90.00	\$77.50	\$59.75	\$58.00

Sticky Note Ads	Section	10,000	24,000	50,000	100,000
3" x 3" Full color F&B	Main A-1	\$82.00	\$55.50	\$48.50	\$44.00
	All Other Fronts	\$77.00	\$50.50	\$43.50	\$39.00

10,000 print minimum and 5,000 per distribution drop minimum. Artwork due 15 business days in advance. Other paper weights available. Frequency Discounts are available. Call your Sales Executive at 509-459-5095



THE SPOKESMAN-REVIEW

spokesman.com

Now in our 136th year, 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.

We Earn your Business

Everything we do for our business clients is designed to deliver results because we want to earn your business so you'll keep coming back campaign after campaign and year after year.

We sell advertising campaigns which are a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. The best advertising campaigns utilize a diverse product mix of media channels (integration), over a particular time frame, to identified target audiences.

We tailor each campaign to accomplish the client's particular objective or a set of objectives whether it's establishing a brand, raising brand awareness, or driving traffic and sales.

We strive to optimize each campaign's frequency and product mix to deliver efficiency and effectiveness.

2019 Display Ad Pricing is based on the advertiser's quarterly expenditure, the number of ads run in a given time period (3 Ads/7-Days, 8 Ads/30-Days or 16 Ads/90-Days), the product(s) in which the ad is run, and finally whether the ad runs on Sunday or another day of the week (a Daily).

Because multi-channel advertising increases efficiency and effectiveness, we further incentivize advertisers to purchase a mix of products to increase reach and optimize results.



Product	Price	Quantity	Price	Quantity	Price	Quantity	Price	Quantity	
100mg	1.75	100mg	1.75	100mg	1.75	100mg	1.75	100mg	1.75
200mg	3.50	200mg	3.50	200mg	3.50	200mg	3.50	200mg	3.50
300mg	5.25	300mg	5.25	300mg	5.25	300mg	5.25	300mg	5.25
400mg	7.00	400mg	7.00	400mg	7.00	400mg	7.00	400mg	7.00
500mg	8.75	500mg	8.75	500mg	8.75	500mg	8.75	500mg	8.75
600mg	10.50	600mg	10.50	600mg	10.50	600mg	10.50	600mg	10.50
700mg	12.25	700mg	12.25	700mg	12.25	700mg	12.25	700mg	12.25
800mg	14.00	800mg	14.00	800mg	14.00	800mg	14.00	800mg	14.00
900mg	15.75	900mg	15.75	900mg	15.75	900mg	15.75	900mg	15.75
1000mg	17.50	1000mg	17.50	1000mg	17.50	1000mg	17.50	1000mg	17.50

FOOD

Brewing up new business

Easy as pie

No matter your budget, there's a delicious pie waiting to be ordered.

Sweet potato dish will be the hit of Thanksgiving

GET YOUR HOME READY FOR THE HOLIDAYS

BUSINESS & OPINION

Starbucks coming to west end of downtown

Spokane Valley's Creative Bank complex to add 100 more units

The perfect babysitter? Must pass AI scan

RINGING UP THE HOLIDAYS

With strong economy, Happer's, Hantz's and others expect good season

POPULATION: Population living in poverty

NETING UP YOUR OWN TESSIE

SOUTH VOICE

Jewelry making

Birds of prey

AFTER 43 YEARS, CAPT. BORG HANGS UP UNIFORM

Rain or shine, ready to ride

Ms. Spokane equitation team prep for season

From the U.S. to New Guinea: Letters to home

1 YEAR IN THE FIELDS

THE SPokane JOURNAL

NATIONAL RATES	
Product	Quarterly Investment Level

Open	40% OFF OPEN		53% OFF OPEN		62% OFF OPEN	
	Space CPI	Color CPI	Space CPI	Color CPI	Space CPI	Color CPI
<p>Space CPI</p> <p>Color CPI</p>	<p>3 Ads / 7 Days</p> <p>Space CPI</p> <p>Color CPI</p>	<p>8 Ads / 30 days</p> <p>Space CPI</p> <p>Color CPI</p>	<p>16 Ads / 90 Days</p> <p>Space CPI</p> <p>Color CPI</p>	<p>Space CPI</p> <p>Color CPI</p>	<p>Space CPI</p> <p>Color CPI</p>	<p>Space CPI</p> <p>Color CPI</p>
<p>\$84.43</p> <p>\$75.99</p> <p>\$71.77</p> <p>\$69.23</p> <p>\$66.70</p> <p>\$71.77</p> <p>\$64.17</p> <p>\$59.95</p> <p>\$58.26</p> <p>\$55.72</p> <p>\$67.55</p> <p>\$60.80</p> <p>\$57.42</p> <p>\$55.39</p> <p>\$53.36</p> <p>\$66.43</p> <p>\$59.79</p> <p>\$56.47</p> <p>\$54.47</p> <p>\$52.48</p> <p>\$57.79</p> <p>\$51.82</p> <p>\$49.16</p> <p>\$47.83</p> <p>\$45.84</p> <p>\$54.46</p> <p>\$49.01</p> <p>\$46.29</p> <p>\$44.66</p> <p>\$43.02</p> <p>\$33.22</p> <p>\$29.90</p> <p>\$28.24</p> <p>\$27.24</p> <p>\$26.24</p> <p>\$19.02</p> <p>\$17.12</p> <p>\$16.17</p> <p>\$15.60</p> <p>\$15.03</p> <p>\$13.45</p> <p>\$12.11</p> <p>\$11.43</p> <p>\$11.03</p> <p>\$10.63</p> <p>\$13.16</p> <p>\$11.84</p> <p>\$11.19</p> <p>\$10.79</p> <p>\$10.40</p> <p>\$16.64</p> <p>\$14.98</p> <p>\$14.14</p> <p>\$13.64</p> <p>\$13.15</p> <p>\$13.16</p> <p>\$11.85</p> <p>\$11.19</p> <p>\$10.79</p> <p>\$10.40</p>	<p>\$11.67</p> <p>\$10.50</p> <p>\$9.92</p> <p>\$9.57</p> <p>\$9.22</p> <p>\$9.92</p> <p>\$8.87</p> <p>\$8.29</p> <p>\$8.05</p> <p>\$7.70</p> <p>\$9.34</p> <p>\$8.40</p> <p>\$7.94</p> <p>\$7.66</p> <p>\$7.38</p> <p>\$9.21</p> <p>\$8.29</p> <p>\$7.83</p> <p>\$7.55</p> <p>\$7.27</p> <p>\$8.01</p> <p>\$7.18</p> <p>\$6.81</p> <p>\$6.63</p> <p>\$6.35</p> <p>\$7.55</p> <p>\$6.79</p> <p>\$6.41</p> <p>\$6.19</p> <p>\$5.96</p> <p>\$4.60</p> <p>\$4.14</p> <p>\$3.91</p> <p>\$3.77</p> <p>\$3.64</p> <p>\$2.64</p> <p>\$2.37</p> <p>\$2.24</p> <p>\$2.16</p> <p>\$2.08</p> <p>\$1.86</p> <p>\$1.67</p> <p>\$1.58</p> <p>\$1.52</p> <p>\$1.47</p> <p>\$1.82</p> <p>\$1.64</p> <p>\$1.55</p> <p>\$1.49</p> <p>\$1.44</p> <p>\$2.31</p> <p>\$2.08</p> <p>\$1.96</p> <p>\$1.89</p> <p>\$1.82</p> <p>\$1.82</p> <p>\$1.64</p> <p>\$1.55</p> <p>\$1.49</p> <p>\$1.44</p>	<p>\$7.00</p> <p>\$6.30</p> <p>\$5.95</p> <p>\$5.74</p> <p>\$5.53</p> <p>\$5.95</p> <p>\$5.32</p> <p>\$4.97</p> <p>\$4.83</p> <p>\$4.62</p> <p>\$5.60</p> <p>\$5.04</p> <p>\$4.76</p> <p>\$4.59</p> <p>\$4.43</p> <p>\$5.52</p> <p>\$4.97</p> <p>\$4.70</p> <p>\$4.53</p> <p>\$4.36</p> <p>\$4.81</p> <p>\$4.31</p> <p>\$4.09</p> <p>\$3.98</p> <p>\$3.81</p> <p>\$4.53</p> <p>\$4.08</p> <p>\$3.85</p> <p>\$3.71</p> <p>\$3.58</p> <p>\$2.76</p> <p>\$2.49</p> <p>\$2.35</p> <p>\$2.26</p> <p>\$2.18</p> <p>\$1.58</p> <p>\$1.42</p> <p>\$1.34</p> <p>\$1.30</p> <p>\$1.25</p> <p>\$1.11</p> <p>\$1.00</p> <p>\$0.95</p> <p>\$0.91</p> <p>\$0.88</p> <p>\$1.09</p> <p>\$0.98</p> <p>\$0.93</p> <p>\$0.90</p> <p>\$0.86</p> <p>\$1.38</p> <p>\$1.25</p> <p>\$1.18</p> <p>\$1.14</p> <p>\$1.09</p> <p>\$1.09</p> <p>\$0.98</p> <p>\$0.93</p> <p>\$0.90</p> <p>\$0.86</p>	<p>\$39.68</p> <p>\$35.71</p> <p>\$33.73</p> <p>\$32.54</p> <p>\$31.35</p> <p>\$33.73</p> <p>\$30.16</p> <p>\$28.17</p> <p>\$27.38</p> <p>\$26.19</p> <p>\$31.75</p> <p>\$28.57</p> <p>\$26.99</p> <p>\$26.03</p> <p>\$25.08</p> <p>\$31.22</p> <p>\$28.10</p> <p>\$26.54</p> <p>\$25.60</p> <p>\$24.67</p> <p>\$27.16</p> <p>\$24.35</p> <p>\$23.10</p> <p>\$22.48</p> <p>\$21.54</p> <p>\$25.60</p> <p>\$23.04</p> <p>\$21.76</p> <p>\$20.99</p> <p>\$20.22</p> <p>\$15.61</p> <p>\$14.05</p> <p>\$13.27</p> <p>\$12.80</p> <p>\$12.33</p> <p>\$8.94</p> <p>\$8.05</p> <p>\$7.60</p> <p>\$7.33</p> <p>\$7.06</p> <p>\$6.32</p> <p>\$5.69</p> <p>\$5.37</p> <p>\$5.18</p> <p>\$4.99</p> <p>\$6.19</p> <p>\$5.57</p> <p>\$5.26</p> <p>\$5.07</p> <p>\$4.89</p> <p>\$7.82</p> <p>\$7.04</p> <p>\$6.65</p> <p>\$6.41</p> <p>\$6.18</p> <p>\$6.19</p> <p>\$5.57</p> <p>\$5.26</p> <p>\$5.07</p> <p>\$4.89</p>	<p>\$5.49</p> <p>\$4.94</p> <p>\$4.66</p> <p>\$4.50</p> <p>\$4.33</p> <p>\$4.66</p> <p>\$4.17</p> <p>\$3.89</p> <p>\$3.79</p> <p>\$3.62</p> <p>\$4.39</p> <p>\$3.95</p> <p>\$3.73</p> <p>\$3.60</p> <p>\$3.47</p> <p>\$4.33</p> <p>\$3.89</p> <p>\$3.68</p> <p>\$3.55</p> <p>\$3.42</p> <p>\$3.76</p> <p>\$3.38</p> <p>\$3.20</p> <p>\$3.12</p> <p>\$2.99</p> <p>\$3.55</p> <p>\$3.19</p> <p>\$3.01</p> <p>\$2.91</p> <p>\$2.80</p> <p>\$2.16</p> <p>\$1.95</p> <p>\$1.84</p> <p>\$1.77</p> <p>\$1.71</p> <p>\$1.24</p> <p>\$1.12</p> <p>\$1.05</p> <p>\$1.02</p> <p>\$0.98</p> <p>\$0.87</p> <p>\$0.79</p> <p>\$0.74</p> <p>\$0.72</p> <p>\$0.69</p> <p>\$0.86</p> <p>\$0.77</p> <p>\$0.73</p> <p>\$0.70</p> <p>\$0.68</p> <p>\$1.08</p> <p>\$0.98</p> <p>\$0.92</p> <p>\$0.89</p> <p>\$0.86</p> <p>\$0.86</p> <p>\$0.77</p> <p>\$0.73</p> <p>\$0.70</p> <p>\$0.68</p>	<p>\$32.08</p> <p>\$28.88</p> <p>\$27.27</p> <p>\$26.31</p> <p>\$25.35</p> <p>\$27.27</p> <p>\$24.38</p> <p>\$22.78</p> <p>\$22.14</p> <p>\$21.18</p> <p>\$25.67</p> <p>\$23.10</p> <p>\$21.82</p> <p>\$21.05</p> <p>\$20.28</p> <p>\$25.24</p> <p>\$22.72</p> <p>\$21.46</p> <p>\$20.70</p> <p>\$19.94</p> <p>\$21.96</p> <p>\$19.69</p> <p>\$18.68</p> <p>\$18.18</p> <p>\$17.42</p> <p>\$20.69</p> <p>\$18.63</p> <p>\$17.59</p> <p>\$16.97</p> <p>\$16.35</p> <p>\$12.62</p> <p>\$11.36</p> <p>\$10.73</p> <p>\$10.35</p> <p>\$9.97</p> <p>\$7.23</p> <p>\$6.50</p> <p>\$6.14</p> <p>\$5.93</p> <p>\$5.71</p> <p>\$5.11</p> <p>\$4.60</p> <p>\$4.34</p> <p>\$4.19</p> <p>\$4.04</p> <p>\$5.00</p> <p>\$4.50</p> <p>\$4.25</p> <p>\$4.10</p> <p>\$3.95</p> <p>\$6.32</p> <p>\$5.69</p> <p>\$5.37</p> <p>\$5.19</p> <p>\$5.00</p> <p>\$5.00</p> <p>\$4.50</p> <p>\$4.25</p> <p>\$4.10</p> <p>\$4.05</p>	