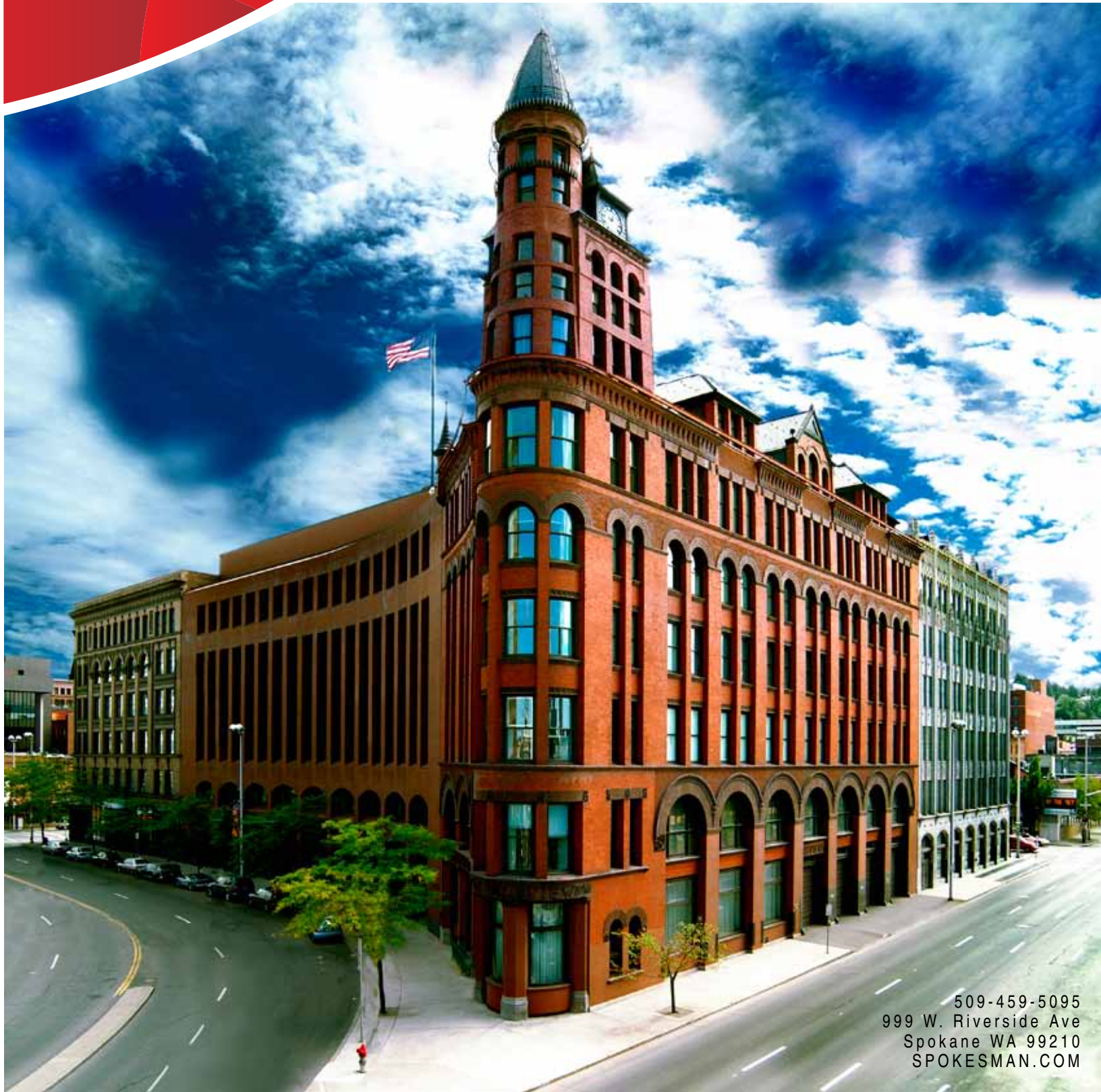


**RETAIL
ADVERTISING**

2019

THE SPOKESMAN-REVIEW
spokesman.com



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

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"> • 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 by request (opt-in).

Discounts are available based on frequency (weeks per year) and the Percent of Audience the inserts are distributed to. 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.



FOOD

Brewing up new business

Easy as pie

So many great ideas for a delicious pie waiting to be ordered

BUSINESS & OPINION

Starbucks coming to west end of downtown

Spokane Valley & Coeur d'Alene Bank expands to add 200 more units

The perfect babysitter? Must pass AI scan

RINGING UP THE HOLIDAYS

With strong economy, Huggins, Austin's and others expect great season

RETIRE ENJOY YOUR OWN TERMS

SOUTH VOICE

Jewelry making

Birds of prey

AFTER 43 YEARS, CAPT. BORG HANGS UP UNIFORM

Rain or shine, ready to ride

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

A YEAR IN THE FIELDS

Spokane Valley & Coeur d'Alene Bank expands to add 200 more units

RETAIL RATES	
Product	Quarterly Investment Level
Sunday Main News - Print Only	\$0 to \$2999
Sunday Main News - Print Only	\$3000 to \$5999
Sunday Main News - Print Only	\$6000 to \$8999
Sunday Main News - Print Only	\$9000 to \$14999
Sunday Main News - Print Only	\$15000+
Sunday Main News - Integrated	\$0 to \$2999
Sunday Main News - Integrated	\$3000 to \$5999
Sunday Main News - Integrated	\$6000 to \$8999
Sunday Main News - Integrated	\$9000 to \$14999
Sunday Main News - Integrated	\$15000+
Sunday Other Sections	\$0 to \$2999
Sunday Other Sections	\$3000 to \$5999
Sunday Other Sections	\$6000 to \$8999
Sunday Other Sections	\$9000 to \$14999
Sunday Other Sections	\$15000+
Daily Main News - Print Only	\$0 to \$2999
Daily Main News - Print Only	\$3000 to \$5999
Daily Main News - Print Only	\$6000 to \$8999
Daily Main News - Print Only	\$9000 to \$14999
Daily Main News - Print Only	\$15000+
Daily Main News - Integrated	\$0 to \$2999
Daily Main News - Integrated	\$3000 to \$5999
Daily Main News - Integrated	\$6000 to \$8999
Daily Main News - Integrated	\$9000 to \$14999
Daily Main News - Integrated	\$15000+
Daily Other Sections	\$0 to \$2999
Daily Other Sections	\$3000 to \$5999
Daily Other Sections	\$6000 to \$8999
Daily Other Sections	\$9000 to \$14999
Daily Other Sections	\$15000+
Mon & Tue (ROP)	\$0 to \$2999
Mon & Tue (ROP)	\$3000 to \$5999
Mon & Tue (ROP)	\$6000 to \$8999
Mon & Tue (ROP)	\$9000 to \$14999
Mon & Tue (ROP)	\$15000+
North Voice	\$0 to \$2999
North Voice	\$3000 to \$5999
North Voice	\$6000 to \$8999
North Voice	\$9000 to \$14999
North Voice	\$15000+
South Voice	\$0 to \$2999
South Voice	\$3000 to \$5999
South Voice	\$6000 to \$8999
South Voice	\$9000 to \$14999
South Voice	\$15000+
Valley Voice	\$0 to \$2999
Valley Voice	\$3000 to \$5999
Valley Voice	\$6000 to \$8999
Valley Voice	\$9000 to \$14999
Valley Voice	\$15000+
N.Idaho Page	\$0 to \$2999
N.Idaho Page	\$3000 to \$5999
N.Idaho Page	\$6000 to \$8999
N.Idaho Page	\$9000 to \$14999
N.Idaho Page	\$15000+
Pinch (Non-Subscribers)	\$0 to \$2999
Pinch (Non-Subscribers)	\$3000 to \$5999
Pinch (Non-Subscribers)	\$6000 to \$8999
Pinch (Non-Subscribers)	\$9000 to \$14999
Pinch (Non-Subscribers)	\$15000+

Open	
Space CPI	Color CPI
\$67.55	\$9.34
\$60.80	\$8.40
\$57.42	\$7.94
\$55.39	\$7.66
\$53.36	\$7.38
\$57.42	\$7.94
\$51.34	\$7.10
\$47.96	\$6.63
\$46.61	\$6.44
\$44.58	\$6.16
\$54.04	\$7.47
\$48.64	\$6.72
\$45.93	\$6.35
\$44.31	\$6.13
\$42.69	\$5.90
\$53.15	\$7.37
\$47.84	\$6.63
\$45.18	\$6.26
\$43.58	\$6.04
\$41.99	\$5.82
\$46.24	\$6.41
\$41.46	\$5.74
\$39.33	\$5.45
\$38.27	\$5.30
\$36.67	\$5.08
\$43.57	\$6.04
\$39.21	\$5.43
\$37.03	\$5.13
\$35.73	\$4.95
\$34.42	\$4.77
\$26.58	\$3.68
\$23.92	\$3.31
\$22.59	\$3.13
\$21.80	\$3.02
\$21.00	\$2.91
\$15.22	\$2.11
\$13.70	\$1.90
\$12.94	\$1.79
\$12.48	\$1.73
\$12.02	\$1.67
\$10.76	\$1.49
\$9.68	\$1.34
\$9.15	\$1.26
\$8.82	\$1.22
\$8.50	\$1.17
\$10.53	\$1.46
\$9.48	\$1.31
\$8.95	\$1.24
\$8.63	\$1.20
\$8.32	\$1.15
\$13.31	\$1.85
\$11.98	\$1.66
\$11.31	\$1.57
\$10.91	\$1.51
\$10.51	\$1.46
\$10.53	\$1.46
\$9.48	\$1.31
\$8.95	\$1.24
\$8.63	\$1.20
\$8.32	\$1.15

40% OFF OPEN	
3 Ads / 7 Days	
Space CPI	Color CPI
\$40.53	\$5.60
\$36.48	\$5.04
\$34.45	\$4.76
\$33.23	\$4.59
\$32.02	\$4.43
\$34.45	\$4.76
\$30.80	\$4.26
\$28.78	\$3.98
\$27.97	\$3.87
\$26.75	\$3.70
\$32.42	\$4.48
\$29.18	\$4.03
\$27.56	\$3.81
\$26.59	\$3.68
\$25.61	\$3.54
\$31.89	\$4.42
\$28.70	\$3.98
\$27.11	\$3.76
\$26.15	\$3.62
\$25.19	\$3.49
\$27.74	\$3.84
\$24.87	\$3.45
\$23.60	\$3.27
\$22.96	\$3.18
\$22.00	\$3.05
\$26.14	\$3.62
\$23.53	\$3.26
\$22.22	\$3.08
\$21.44	\$2.97
\$20.65	\$2.86
\$15.95	\$2.21
\$14.35	\$1.99
\$13.56	\$1.88
\$13.08	\$1.81
\$12.60	\$1.75
\$9.13	\$1.27
\$8.22	\$1.14
\$7.76	\$1.08
\$7.49	\$1.04
\$7.21	\$1.00
\$6.46	\$0.89
\$5.81	\$0.80
\$5.49	\$0.76
\$5.29	\$0.73
\$5.10	\$0.70
\$6.32	\$0.87
\$5.69	\$0.79
\$5.37	\$0.74
\$5.18	\$0.72
\$4.99	\$0.69
\$7.99	\$1.11
\$7.19	\$1.00
\$6.79	\$0.94
\$6.55	\$0.91
\$6.31	\$0.87
\$6.32	\$0.87
\$5.69	\$0.79
\$5.37	\$0.74
\$5.18	\$0.72
\$4.99	\$0.69

53% OFF OPEN	
8 Ads / 30 days	
Space CPI	Color CPI
\$31.75	\$4.39
\$28.57	\$3.95
\$26.99	\$3.73
\$26.03	\$3.60
\$25.08	\$3.47
\$26.99	\$3.73
\$24.13	\$3.34
\$22.54	\$3.12
\$21.91	\$3.03
\$20.95	\$2.90
\$25.40	\$3.51
\$22.86	\$3.16
\$21.59	\$2.98
\$20.83	\$2.88
\$20.07	\$2.77
\$24.98	\$3.46
\$22.48	\$3.12
\$21.23	\$2.94
\$20.48	\$2.84
\$19.73	\$2.73
\$21.73	\$3.01
\$19.48	\$2.70
\$18.49	\$2.56
\$17.99	\$2.49
\$17.24	\$2.39
\$20.48	\$2.84
\$18.43	\$2.55
\$17.41	\$2.41
\$16.79	\$2.33
\$16.18	\$2.24
\$12.49	\$1.73
\$11.24	\$1.56
\$10.62	\$1.47
\$10.24	\$1.42
\$9.87	\$1.37
\$7.15	\$0.99
\$6.44	\$0.89
\$6.08	\$0.84
\$5.87	\$0.81
\$5.65	\$0.78
\$5.06	\$0.70
\$4.55	\$0.63
\$4.30	\$0.59
\$4.15	\$0.57
\$4.00	\$0.55
\$4.95	\$0.69
\$4.45	\$0.62
\$4.21	\$0.58
\$4.06	\$0.56
\$3.91	\$0.54
\$6.26	\$0.87
\$5.63	\$0.78
\$5.32	\$0.74
\$5.13	\$0.71
\$4.94	\$0.69
\$4.95	\$0.69
\$4.45	\$0.62
\$4.21	\$0.58
\$4.06	\$0.56
\$3.91	\$0.54

62% OFF OPEN	
16 Ads / 90 Days	
Space CPI	Color CPI
\$25.67	\$3.55
\$23.10	\$3.19
\$21.82	\$3.02
\$21.05	\$2.91
\$20.28	\$2.80
\$21.82	\$3.02
\$19.51	\$2.70
\$18.22	\$2.52
\$17.71	\$2.45
\$16.94	\$2.34
\$20.54	\$2.84
\$18.48	\$2.55
\$17.45	\$2.41
\$16.84	\$2.33
\$16.22	\$2.24
\$20.20	\$2.80
\$18.18	\$2.52
\$17.17	\$2.38
\$16.56	\$2.29
\$15.96	\$2.21
\$17.57	\$2.43
\$15.75	\$2.18
\$14.95	\$2.07
\$14.54	\$2.02
\$13.94	\$1.93
\$16.56	\$2.29
\$14.90	\$2.06
\$14.07	\$1.95
\$13.58	\$1.88
\$13.08	\$1.81
\$10.10	\$1.40
\$9.09	\$1.26
\$8.59	\$1.19
\$8.28	\$1.15
\$7.98	\$1.11
\$5.78	\$0.80
\$5.21	\$0.72
\$4.92	\$0.68
\$4.74	\$0.66
\$4.57	\$0.63
\$4.09	\$0.56
\$3.68	\$0.51
\$3.48	\$0.48
\$3.35	\$0.46
\$3.23	\$0.45
\$4.00	\$0.55
\$3.60	\$0.50
\$3.40	\$0.47
\$3.28	\$0.45
\$3.16	\$0.44
\$5.06	\$0.70
\$4.55	\$0.63
\$4.30	\$0.60
\$4.15	\$0.57
\$4.00	\$0.55
\$4.00	\$0.55
\$3.60	\$0.50
\$3.40	\$0.47
\$3.28	\$0.45
\$3.16	\$0.44