

2009 Automotive Advertising

FULL RUN PRODUCTS - BASE RATE

Monday \$25.98	Tuesday \$25.58	Wednesday \$40.37	Thursday \$32.16	Friday \$32.69	Saturday \$38.40	Sunday \$42.71
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Contract Discounts

Contract holders receive the following discount based on their annual net expenditure commitment.*

\$1,000	2%
\$2,500	3%
\$5,000	4%
\$10,000	5%
\$20,000	6%
\$25,000	7%
\$50,000	8%
\$75,000	10%
\$100,000	13%
\$150,000	16%
\$200,000	19%
\$250,000	22%
\$300,000	25%
\$350,000	28%
\$400,000	31%
\$500,000	34%

Frequency Discount Full Run Products

Advertisers who run the same size ad within a 7-day period receive additional discounts on each ad.

# of Ads	% Discount Earned
2	13%
3	26%
4	36%
5	43%
6	48%
7	51%



Impact Discount Full Run Products

Advertisers receive an increasing discount based on the modular ad size.

Page %	Modular Ad Size	% of Discount Earned	Page %	Modular Ad Size	% of Discount Earned
2%	2.50	0%	37%	48.00	12%
3%	4.00	1%	42%	54.00	14%
5%	6.00	2%	50%	64.50	17%
6%	8.00	3%	56%	72.00	19%
9%	12.00	4%	67%	86.00	22%
14%	18.00	5%	70%	90.00	23%
19%	24.00	6%	83%	107.50	28%
24%	31.50	8%	84%	108.00	28%
28%	36.00	9%	100%	129.00	33%

Color Rates

Page %	Ad Size	Display	PINCH
2%	2.50	\$64.50	\$16.13
3%	4.00	\$73.20	\$18.30
5%	6.00	\$84.80	\$21.20
6%	8.00	\$96.40	\$24.10
9%	12.00	\$119.60	\$29.90
14%	18.00	\$154.40	\$38.60
19%	24.00	\$189.20	\$47.30
24%	31.50	\$232.70	\$58.18
28%	36.00	\$258.80	\$64.70
37%	48.00	\$328.40	\$82.10
42%	54.00	\$363.20	\$90.80
50%	64.50	\$424.10	\$106.03
56%	72.00	\$467.60	\$116.90
67%	86.00	\$548.80	\$137.20
70%	90.00	\$572.00	\$143.00
83%	107.50	\$673.50	\$168.38
84%	108.00	\$676.40	\$169.10
100%	129.00	\$798.20	\$199.55

Display rates include a \$50 color setup fee and \$5.80 per inch rate
Pinch rates include a \$12.50 color setup fee and \$1.45 per inch rate

* Contract discounts apply to color

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ZONED PRODUCTS - BASE RATE

North Idaho Daily	North Idaho Wed.	North Idaho Sat.	North Idaho Sun.	Handle Extra	North Voice	Valley Voice Thu.	Valley Voice Sat.	South Voice	West Plains Voice	PINCH
\$9.08	\$11.69	\$10.94	\$12.16	\$8.65	*\$21.85	*\$16.13	*\$16.19	*\$13.86	*\$7.39	\$10.59

* Includes Color

Automotive Liner Rates

Contract Level Base Rate	Mon. - Fri. \$1.53	Weekend \$1.86
\$1,000	\$1.36	\$1.64
\$2,500	\$1.34	\$1.63
\$5,000	\$1.33	\$1.61
\$10,000	\$1.32	\$1.59
\$20,000	\$1.30	\$1.58
\$25,000	\$1.29	\$1.56
\$50,000	\$1.27	\$1.54
\$75,000	\$1.25	\$1.51
\$100,000	\$1.21	\$1.46
\$150,000	\$1.16	\$1.41
\$200,000	\$1.12	\$1.36
\$250,000	\$1.08	\$1.31
\$300,000	\$1.04	\$1.26
\$350,000	\$1.00	\$1.21
\$400,000	\$0.96	\$1.16
\$500,000	\$0.91	\$1.11

PINCH \$0.44 line

Impact Discount Zoned Products

Advertisers receive an increasing discount based on the modular ad size.

Page %	Modular Ad Size	% of Discount Earned	Page %	Modular Ad Size	% of Discount Earned
2%	2.50	0%	37%	48.00	24%
3%	4.00	2%	42%	54.00	28%
5%	6.00	4%	50%	64.50	34%
6%	8.00	6%	56%	72.00	38%
9%	12.00	8%	67%	86.00	44%
14%	18.00	10%	70%	90.00	46%
19%	24.00	12%	83%	107.50	54%
24%	31.50	16%	84%	108.00	54%
28%	36.00	18%	100%	129.00	60%

Example

**Auto ICD Full Run Ad - \$10,000 contract running 3 times
31.50 inch ad Friday, Saturday & Sunday (24%)**

	Disc.	Fri.	Sat.	Sun.
Base Rate		\$32.69	\$38.40	\$42.71
Less contract discount	5%	(\$1.63)	(\$1.92)	(\$2.14)
		\$31.06	\$36.48	\$40.57
Less impact discount	8%	(\$2.48)	(\$2.92)	(\$3.25)
		\$28.57	\$33.56	\$37.33
Less frequency discount	26%	(\$7.43)	(\$8.73)	(\$9.71)
		\$21.14	\$24.84	\$27.62
Ad Size	31.50	\$665.91	\$782.46	\$870.03

Frequency Discount Zoned Products

Advertisers who committ to a weekly frequency program will earn the following discounts on each ad.

Weeks	% Discount Earned
6	20%
12	25%
24	30%
36	40%

For more information please contact your Account Executive or visit www.spokesman.com/advertising

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