

2009 Classified Advertising Real Estate, Recruitment and Miscellaneous

FULL RUN PRODUCTS - BASE RATE

Monday \$51.94	Tuesday \$51.17	Wednesday \$64.60	Thursday \$51.45	Friday \$52.31	Saturday \$72.95	Sunday \$81.16
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Contract Discounts

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

\$1,000	8%
\$2,500	9%
\$5,000	20%
\$10,000	23%
\$20,000	27%
\$25,000	28%
\$50,000	29%
\$75,000	30%
\$100,000	31%
\$150,000	45%
\$200,000	48%
\$250,000	51%
\$300,000	54%
\$350,000	57%
\$400,000	60%
\$500,000	63%

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
3%	4.00	1%	31%	40.00	13%
5%	6.00	2%	33%	42.00	14%
6%	8.00	3%	37%	48.00	15%
8%	10.00	4%	42%	54.00	16%
9%	12.00	5%	50%	64.50	17%
12%	16.00	6%	56%	72.00	19%
14%	18.00	7%	67%	86.00	22%
16%	21.00	8%	70%	90.00	23%
19%	24.00	9%	83%	107.50	28%
22%	28.00	10%	84%	108.00	28%
24%	31.50	11%	100%	129.00	33%
28%	36.00	12%			

Frequency Discount Full Run Products

Purchase a Sunday ad, any additional Monday - Saturday ad(s) receive a 50% discount (within a 7-day period).

Same Day Pick Up Discount

Run the same ad, same size, same day, in multiple sections of the paper and receive 70% discount



Color Rates

Page %	Ad Size	Display	PINCH	Page %	Ad Size	Display	PINCH
2%	2.50	\$64.50	\$16.13	28%	36.00	\$258.80	\$64.70
3%	4.00	\$73.20	\$18.30	31%	40.00	\$282.00	\$70.50
5%	6.00	\$84.80	\$21.20	33%	42.00	\$293.60	\$73.40
6%	8.00	\$96.40	\$24.10	37%	48.00	\$328.40	\$82.10
8%	10.00	\$108.00	\$27.00	42%	54.00	\$363.20	\$90.80
9%	12.00	\$119.60	\$29.90	50%	64.50	\$424.10	\$106.03
12%	16.00	\$142.80	\$35.70	56%	72.00	\$467.60	\$116.90
14%	18.00	\$154.40	\$38.60	67%	86.00	\$548.80	\$137.20
16%	21.00	\$171.80	\$42.95	70%	90.00	\$572.00	\$143.00
19%	24.00	\$189.20	\$47.30	83%	107.50	\$673.50	\$168.38
22%	28.00	\$212.40	\$53.10	84%	108.00	\$676.40	\$169.10
24%	31.50	\$232.70	\$58.18	100%	129.00	\$798.20	\$199.55

Classified 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

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
3%	4.00	2%	31%	40.00	19%
5%	6.00	4%	33%	42.00	20%
6%	8.00	6%	37%	48.00	24%
8%	10.00	7%	42%	54.00	28%
9%	12.00	8%	50%	64.50	34%
12%	16.00	9%	56%	72.00	38%
14%	18.00	10%	67%	86.00	44%
16%	21.00	11%	70%	90.00	46%
19%	24.00	12%	83%	107.50	54%
22%	28.00	13%	84%	108.00	54%
24%	31.50	16%	100%	129.00	60%
28%	36.00	18%			

Zoned Product Pick Up Discount

* Run a classified ICD and pick up same ad in any zoned product that week to receive a 50% discount off zoned rates listed above.

For more information please contact your Account Executive or visit
www.spokesman.com/advertising
 Spokane 509-459-5095
 Coeur d' Alene 208-765-7105
 Toll Free 1-800-338-8801

Example

Classified Full Run Ad - \$10,000 contract running 2 times 31.50 inch ad Wednesday & Sunday (24%)

	Disc.	Wed.	Sun.
Base Rate		\$64.60	\$81.16
Less contract discount	23%	(\$14.86)	(\$18.66)
		\$49.74	\$62.50
Less impact discount	11%	(\$5.47)	(\$6.87)
		\$44.27	\$55.63
Less frequency discount	50%	(\$22.14)	\$0.00
		\$22.14	\$55.63
Ad Size	31.50	\$697.41	\$1,752.35

Classified Liner Rates

Contract Level	Mon. - Sat.	Sun.
\$1,000	\$3.33	\$4.01
\$2,500	\$3.03	\$3.65
\$5,000	\$3.00	\$3.61
\$10,000	\$2.90	\$3.49
\$20,000	\$2.43	\$2.93
\$25,000	\$2.40	\$2.89
\$50,000	\$2.36	\$2.85
\$75,000	\$2.33	\$2.81
\$100,000	\$1.71	\$1.97
\$150,000	\$1.68	\$1.92
\$200,000	\$1.63	\$1.85
\$250,000	\$1.59	\$1.81
\$300,000	\$1.51	\$1.74
\$350,000	\$1.45	\$1.66
\$400,000	\$1.39	\$1.59
\$500,000	\$1.31	\$1.50

Liner Pick Up Rate Into Other Products

* Run your liner ad in other products (Voice, Pinch) for \$10

Add Impact

Online, Bold, Custom Borders, Screening, and Color

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