

2009 Furniture Advertising

FULL RUN PRODUCTS - BASE RATE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
\$51.94	\$51.17	\$80.75	\$64.32	\$65.39	\$76.79	\$85.43

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%

Impact Discount Full Run Products

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

Page%	Modular Ad Size	% of Discount Earned
24%	31.50	4%
28%	36.00	5%
37%	48.00	6%
42%	54.00	7%
50%	64.50	8%
56%	72.00	9%
67%	86.00	11%
70%	90.00	12%
83%	107.50	14%
84%	108.00	14%
100%	129.00	17%

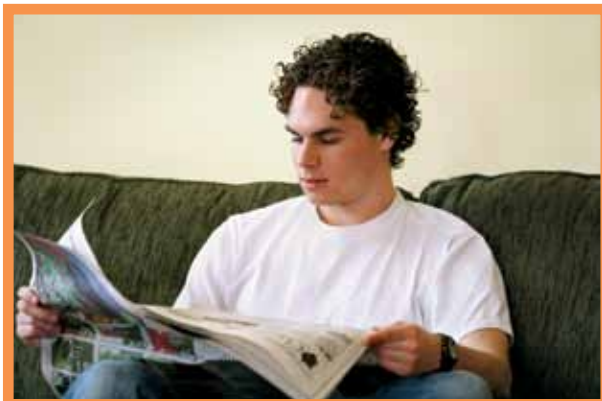
Frequency Discount Full Run Products

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

# of Ads Per Year	% Discount Earned
12	25%
24	35%
36	45%
48	55%
60	60%
72+	65%

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

2009 Furniture Advertising

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
24%	31.50	8%
28%	36.00	10%
37%	48.00	12%
42%	54.00	14%
50%	64.50	16%
56%	72.00	18%
67%	86.00	22%
70%	90.00	24%
83%	107.50	28%
84%	108.00	28%
100%	129.00	35%

Frequency Discount Zoned Products

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

Year	% Discount Earned
12	20%
24	25%
36	30%
48	40%
60	50%
72+	55%



Example

Furniture Full Run Ad - \$10,000 contract running 12 times 31.50 inch ad Friday & Saturday (24%)

	Disc.	Fri.	Sat.
Base Rate		\$65.39	\$76.79
Less contract discount	5%	(\$3.27)	(\$3.84)
		\$62.12	\$72.95
Less impact discount	4%	(\$2.48)	(\$2.92)
		\$59.64	\$70.03
Less frequency discount	25%	(\$14.91)	(\$17.51)
		\$44.73	\$52.52
Ad Size	31.50	\$1,409.00	\$1,654.38

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

THE SPOKESMAN-REVIEW
 SPOKESMAN.COM