

2009 Local General Advertising

FULL RUN PRODUCTS - BASE RATE

Monday \$81.16	Tuesday \$79.95	Wednesday \$100.94	Thursday \$80.40	Friday \$81.74	Saturday \$95.99	Sunday \$106.78
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Contract Discounts

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

Contract Level	% Discount Earned
\$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%

* Discount applies to ROP space and color.

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	% of 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%	2.5	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	\$83.75	\$20.98
3%	4.00	\$95.00	\$23.81
5%	6.00	\$110.00	\$27.59
6%	8.00	\$125.00	\$31.37
9%	12.00	\$155.00	\$38.93
14%	18.00	\$200.00	\$50.27
19%	24.00	\$245.00	\$61.61
24%	31.50	\$301.25	\$75.79
28%	36.00	\$335.00	\$84.29
37%	48.00	\$425.00	\$106.97
42%	54.00	\$470.00	\$118.31
50%	64.50	\$548.75	\$138.16
56%	72.00	\$605.00	\$152.33
67%	86.00	\$710.00	\$178.79
70%	90.00	\$740.00	\$186.35
83%	107.50	\$871.25	\$219.43
84%	108.00	\$875.00	\$220.37
100%	129.00	\$1032.50	\$260.06

Display rates include a \$65 color setup fee and \$7.50 per inch rate
Pinch rates include a \$16.50 color setup fee and \$1.89 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
\$11.35	\$14.62	\$13.67	\$15.20	\$10.81	*\$27.31	*\$20.16	*\$20.24	*\$17.33	*\$9.24	\$13.23

* 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
2%	2.5	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%

Frequency Discount Zoned Products

Advertisers who commit 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
 Spokane 509-459-5095
 Coeur d' Alene 208-765-7105
 Toll Free 1-800-338-8801

Example

Local General Full Run Ad - \$10,000 contract running 2 times 31.50 inch ad Friday & Saturday (24%)

	Disc.	Fri.	Sat.
Base Rate		\$81.74	\$95.99
Less contract discount	5%	(\$4.09)	(\$4.80)
		\$77.65	\$91.19
Less impact discount	8%	(\$6.21)	(\$7.30)
		\$71.44	\$83.90
Less frequency discount	13%	(\$9.29)	(\$10.91)
		\$62.15	\$72.99
Ad Size	31.50	\$1,957.73	\$2,299.19