

# 2009 Retail Advertising

## FULL RUN PRODUCTS - BASE RATE

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

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

Contract Level	% Discount Earned
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\$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
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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
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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
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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

### 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](http://www.spokesman.com/advertising)  
 Spokane 509-459-5095  
 Coeur d' Alene 208-765-7105  
 Toll Free 1-800-338-8801

### Example

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

	Disc.	Fri.	Sat.
<b>Base Rate</b>		\$65.39	\$76.79
Less contract discount	5%	(\$3.27)	(\$3.84)
		\$62.12	\$72.95
Less impact discount	8%	(\$4.97)	(\$5.84)
		\$57.15	\$67.11
Less frequency discount	13%	(\$7.43)	(\$8.72)
		\$49.72	\$58.39
<b>Ad Size</b>	<b>31.50</b>	<b>\$1,566.18</b>	<b>\$1,839.29</b>

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