

2009 Today and Sports Advertising

FULL RUN PRODUCTS - BASE RATE

Monday \$36.36	Tuesday \$35.82	Wednesday \$56.52	Thursday \$45.02	Friday \$45.77	Saturday \$53.75	Sunday \$59.80
-------------------	--------------------	----------------------	---------------------	-------------------	---------------------	-------------------

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.

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
2%	2.50	\$64.50
3%	4.00	\$73.20
5%	6.00	\$84.80
6%	8.00	\$96.40
9%	12.00	\$119.60
14%	18.00	\$154.40
19%	24.00	\$189.20
24%	31.50	\$232.70
28%	36.00	\$258.80
37%	48.00	\$328.40
42%	54.00	\$363.20
50%	64.50	\$424.10
56%	72.00	\$467.60
67%	86.00	\$548.80
70%	90.00	\$572.00
83%	107.50	\$673.50
84%	108.00	\$676.40
100%	129.00	\$798.20

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

* Contract discounts apply to color



2009 Today and Sports Advertising

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%

Example

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

	Disc.	Fri.	Sat.
Base Rate		\$45.77	\$53.75
Less contract discount	5%	(\$2.29)	(\$2.69)
		\$43.48	\$51.06
Less impact discount	8%	(\$3.48)	(\$4.09)
		\$40.00	\$46.98
Less frequency discount	13%	(\$5.20)	(\$6.11)
		\$34.80	\$40.87
Ad Size	31.50	\$1,096.20	\$1,287.41



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