

2023

TRIPLE =nine

THE SPOKESMAN-REVIEW

ADVERTISING SPECIFICATIONS

The Spokesman-Review has the largest local online reach of any Inland Northwest media website. We offer multiple display, premium placement and sponsorship options.

DESKTOP PREMIUM PLACEMENTS

SUPER LEADERBOARD - HOME PAGE

15,000 Impressions/Day* ♦ \$375/day or \$325/2+days
Positioned at the top of the home page and is responsive to the reader's screen size.

DESKTOP BIG AD - HOME PAGE

15,000 Impressions/Day* ♦ \$375/day or \$325/2+days
Loads top right page, next to headlines.

ANCHOR - RUN OF SITE

40,000 Impressions/Day* ♦ \$720/day or \$670/2+ days
Positioned at the bottom of every page and sticks with the scroll.

RIGHT RAIL - RUN OF SITE

300,000 Impressions/Month* ♦ \$120/day or \$3,060/month
Runs on all pages EXCEPT home page and is exclusive to 1 advertiser. Screen size limitations.

HOME PAGE TAKEOVER

100,000 Impressions/Day* ♦ \$1,500/day or \$1,450/2+ days
Includes home page only placements of Super Leader, Dashboard, Desktop Big Ad, Anchor and 728x90 (3).

MOBILE PLACEMENTS

MOBILE HEADER- RUN OF SITE

920,000 Impressions/Month* ♦ \$12 CPM
Top of page placement. Maximum of 4 advertisers.

MOBILE BIG AD - RUN OF SITE

1.29M Impressions/Month* ♦ \$12 CPM
Largest ad unit throughout the site.

MOBILE ANCHOR

850,000 Impressions/Month* ♦ \$12 CPM
Bottom of page. Exclusive to 1 advertiser.

SPOKESMAN.COM gets over 5 Million pageviews and 1.5 million unique visitors monthly.
--Google Analytics

SPOKESMAN.COM MOBILE has nearly 1.1 million sessions, is visited by more than 728,000 users, and those users rack up over 1.8 million pageviews each month.
--Google Analytics

DESKTOP e-EDITION PLACEMENTS

ROS ANCHOR

50,000 Impressions/Day* ♦ \$750/day or \$700/2+days
Positioned at the bottom of page in newspaper view and sticks with the scroll.

PAGE 0/LEFT

50,000 Impressions/Day* ♦ \$750
Page 0, left screen - next to homepage and is exclusive to 1 advertiser. Desktop only. Screen limitations apply.

e-EDITION MENU

10,000 Impressions/Day* ♦ \$150/day
Placement below menu. Exclusive to 1 advertiser.

IN-FLOW SPLASH

20,000 Impressions/Day* ♦ \$300/day
In-flow placement every 10 swipes.

*Impressions noted are averages based on past performance and are not guaranteed during specific campaigns.

AD SPECIFICATIONS

ANIMATION:

100kb max file size
Max 3 loops
Max length 15 seconds

HIGH RESOLUTION ADS:

Standard and high-resolution creatives are needed for each ad size as noted below

HTML5 ADS:

Created with Adobe Animate
We host or client hosts
Flash ads not accepted

AD SIZES - PIXELS
Standard (High-res 2x)

RUN OF SITE ADS:

728x90 (1456x180 Hi-Res)
300x250 (600x500)
320x50 (640x100 Hi-Res) - mobile

MOBILE ADS:

Big Ad: 300x600 (600x1200 Hi-Res)
Header / Anchor: 320x50 (640x100 Hi-Res)

eEDITION ADS:

ROS Anchor (Desktop): 728x90 (1456x180 Hi-Res)
(Mobile): 320x50 (640x100 Hi-Res)
Page 0/Left (Desktop): 768x1024 (1536x2048 Hi-Res)
e-Edition Menu: 240x40 (480x80 Hi-Res)
In-Flow Splash Ad: 768x1024 (1536x2048 Hi-Res)
300x600 (600x1200 Hi-Res)

DESKTOP ADS:

Super Leaderboard: 1280x100 (2560x200 Hi-Res)
970x90 (1940x180 Hi-Res)
728x90 (1456x180 Hi-Res)
Home Page Big Ad: 300x600 (600x1200 Hi-Res)
Dashboard: 300x250 (600x500 Hi-Res)
Right Rail ROS: 100x525 (200x1050 Hi-Res)
Anchor ROS: 728x90 (1456x180 Hi-Res)

WEATHER PAGE ADS:

Super Leaderboard: 1280x100 (2560x200 Hi-Res),
970x90 (1940x180 Hi-Res),
728x90 (1456x180 Hi-Res)

NEWSLETTER ADS:

728x90 (1456x180 Hi-Res)

Super Leaderboard

Today's Headlines

- 75 years later, Hiroshima's impact still echoes in Spokane
8 a.m.
- Inside, health officials release new recommendations for reopening schools
UPDATED: 8:27 p.m.
- Mary Cullinan to join EWU faculty after resigning as university president
UPDATED: 8:27 p.m.
- NY attorney general seeks to dissolve NYS Washington gun rights groups 'suspicious' of timing
UPDATED: 5:01 p.m.
- Cubs' clear finish in primary came early
3:45 a.m.
- 'We have a chance to confront change!' Mayor Manning calls other top Washington teachers to offer advice
4 a.m.
- 'We've been hearing both sides.' Teachers respond to Spokane district's decision to begin with distance learning
UPDATED: 9:45 a.m.

Desktop Big Ad

'Setting the context for the conversation': Spokane City Council, mayor agree on approach to police reform
UPDATED: 10:11 a.m.

VIDEO The Spokane City Council and Mayor Nadine Woodward pledged Thursday to embark on a community-centered conversation on police reform.

Read all of today's stories »

Right Rail

NEWS As Spokane care facilities struggle with outbreaks, state announces phased plan for easing visitor restrictions
UPDATED: 10:22 a.m.

EDUCATION Mead parents will have in-person, distance options for their students
UPDATED: 10:06 a.m.

SPOKANE Spokane sets new daily COVID-19 case record with 175 positive tests, 9 deaths
UPDATED: 8:48 a.m.

MOST READ RIGHT NOW

- 22-year-old charged with first-degree murder in Nevada Heights killing
Cubs' clear finish in primary came early
- Spokane sets new daily COVID-19 case record with 175 positive tests, 9 deaths
- Washington governor candidate Loren Culp faces lawsuit over child sex abuse investigation
- As anti-mask bills take up in Spokane, area officials urge people to follow recommendations

YESTERDAY'S TOP STORIES

- Mead parents will have in-person, distance options for their students
- Cubs' clear finish in primary came early
- Three with new medication arrive Spokane High school's burners inside Amazon's West Plains fulfillment center, associates deny more than 2 million items a week
- Mary Cullinan to join EWU faculty after resigning as university president

Spokane **Anchor** **sponsored**

Spokesman Mobile Homepage

THE SPOKESMAN-REVIEW
Ut Killings WA Investigations Difference Makers 2022 Zaps

320x50

Spokane Council President Breen Beggs will not seek reelection
Updated 10 minutes ago
Spokane City Council President Breen Beggs will not be seeking reelection, he announced formally Friday.

300x600

300x250

Best feeling ever! Wellpoint, tiny community on Spokane Indian Reservation, celebrates its first baseball championship

Bill to limit single-family housing in Washington picks up steam with House passage

FDA approves new nasal spray for

MOST READ RIGHT NOW

- 'Rising star' Carpenter Ana Vetter remembered as passionate and hardworking, days after her death at Spokane Tribe Casino construction site
- One dead after accident at Spokane Tribe Casino construction site
- State House passes bills to ban assault weapons and require background checks.

Spokesman Mobile Story Page

THE SPOKESMAN-REVIEW
Washington Idaho

320x50

Friday morning snow sticks to streets, slows commute; warmer temperatures on the way
MARCH 10, 2022 | Updated Fri, March 10, 2022 at 3:38 p.m.

300x250

contracts with the Spokane Police Guild, and has recently sub-voted for changes to the office of the city attorney to make it more independent of the mayor's office.

When he was sworn in as council president, the remaining Council members were tasked with filling his vacated seat representing District 2, which included most of the city south of the Spokane River. Beggs helped to recruit political newcomer but longtime Spokaneite Betsy Willerson to fill that role, and she was appointed in 2020.

With Beggs standing nearby, Willerson announced Friday that she would be running to replace Beggs once again, this time as Council President.

"I think she would be fabulous in this position," Beggs said in a Thursday interview. "Everybody loves Betsy. She can really bring the community together in ways that, even though I've applied to, I can't."

For his part, Beggs said there were a number of