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

## ADVERTISING SPECIFICATIONS

**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 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.

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### 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 host
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)

- **eDITION 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)