

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+daysPositioned at the top of the home page and is responsive to the reader's screen size.

DESKTOP BIG AD - HOME PAGE

ANCHOR - RUN OF SITE

40,000 Impressions/Day* \$720/day or \$670/2+ daysPositioned 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 CPMTop 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

 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+daysPositioned 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



'Setting the context for the conversation': Spokane City Council, mayor agree on approach to police reform



The Spokane City Council and Mayor Nadine Woodward pledged Thursday



EDUCATION
Mead parents will have in-person, distance



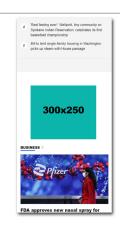
Spokane sets new daily COVID-19 case record with 175 positive tests, 5 deaths



Spokesman Mobile Homepage







Spokesman Mobile Story Page



