



**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.

**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\* ♦ \$350/day or \$300/2+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\* ♦ \$400/day or \$350/2+ days

Loads in next to headlines.

### DASHBOARD - RUN OF SITE

30,000 Impressions/Day\* ♦ \$250/day

Runs on the home page and throughout the site.

### ANCHOR - RUN OF SITE

40,000 Impressions/Day\* ♦ \$600/day or \$500/2+ days

Positioned at the bottom of every page, sticks with the scroll and is capped to deliver every 5 minutes.

### RIGHT RAIL - RUN OF SITE

300,000 Impressions/Month\* ♦ \$200/day or \$4000/month

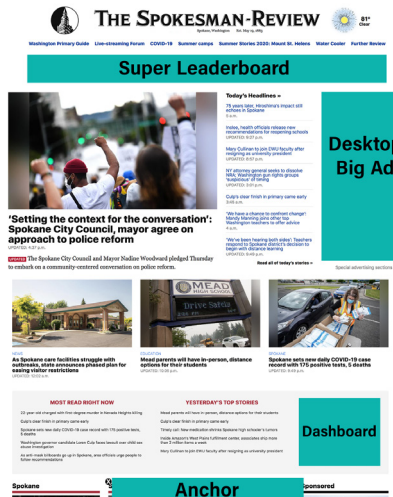
Runs on all pages EXCEPT home page and is exclusive to 1 advertiser. Screen size limitations.

### WEATHER PAGE

300,000 Impressions/Month\* ♦ \$130/week

Super Leaderboard. Exclusive to 1 advertiser.

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



## HOME PAGE TAKEOVER

100,000 Impressions/Day\* ♦ \$1250/day or \$1125/2+ days

Includes home page only placements of Super Leader, Dashboard, Desktop Big Ad, Anchor and 728x90 (3).

Home Page Takeover - Political ♦ \$1550/day or \$1400/2+ days

Requires pre-approval of web-ready creatives (all sizes) prior to reservation. All ads must comply with standard political advertising guidelines.



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## e-EDITION PLACEMENTS

### SKYSCRAPER - RUN OF SITE

20,000 Impressions/Day\* ♦ \$200/day

Runs on all pages and is exclusive to 1 advertiser.  
Desktop only. Screen limitations apply.

### e-EDITION TAKEOVER

100,000 Impressions/Day\* ♦ \$1200/day or  
\$1075/2+days

Includes e-Edition run of site placement of the  
Skyscraper, In-story 728x90s (Desktop)/320x250  
(Mobile) and the in-story 300x250s.

## AD SPECIFICATIONS

100kb max file size

### ANIMATION:

Max 3 loops

Max length 15 seconds

### HIGH RESOLUTION ADS:

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

### MOBILE ADS:

Big Ad: 300x250 (600x500 Hi-Res)

Anchor: 320x50 (640x100 Hi-Res)

Header: 320x50 (6040x100 Hi-Res)

### eEDITION ADS:

Skyscraper: 160x600 (320x1200 Hi-Res)

In-Story Top (Desktop): 728x90 (1456x180 Hi-Res)

In-Story Top (Mobile): 320x250 (640x500 Hi-Res)

In-Story: 300x250 (600x500 Hi-Res)

### DESKTOP ADS:

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

Leaderboard ROS: 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)

### HTML5 ADS:

Created with Adobe Animate

We host or client hosts

Flash ads not accepted



## MOBILE PLACEMENTS

### MOBILE HEADER- RUN OF SITE

300,000 Impressions/Month per advertiser\* ♦

\$800/30 days

Above the fold and rotates up to 3 advertisers.

### MOBILE BIG AD - RUN OF SITE

100,000 Impressions/Day\* ♦ \$650/30 days

Largest ad unit throughout the site and rotates up to  
7 advertisers.

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



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## Native Advertising / Sponsored Content Guidelines

### DIGITAL ARTICLES:

- ◆ Homepage placement
- ◆ Mixed in with Content
- ◆ Labeled Sponsor
- ◆ Image and headline
- ◆ Rotates with up to 4 other stories
- ◆ Available as a week or two week run
- ◆ Clicks through to an article page
- ◆ Will rotate through listed stories for 6 months
- ◆ Articles should be a maximum of 700 words and a minimum of 200 words. The ideal length is around the 500 to 600- word range.
- ◆ Articles should include no more than 5 links. Links must be applicable to the article. Links will open as a new window/tab.
- ◆ 40-45 characters for headline is recommended. 60 characters maximum.
- ◆ The advertiser statement at the bottom of the page must be no more than 40 words and cannot list an offer, mention competitors or make false statements. The advertiser's name will hyperlink to the advertiser's web page (this does not count as one of the 5 hyperlinks).
- ◆ The following information may be included in the Advertiser Info area:
  - ◆ Advertiser name
  - ◆ Phone number
  - ◆ Address
  - ◆ Website
  - ◆ **Logos will not be included**

### IMAGES:

- ◆ Images: Each article includes at least one (1) image, and up to eight (8) images.
  - ◆ Each image must be a minimum files size of 1 MB, 100 dpi or higher.
  - ◆ The main image that will appear on the story page should be 300X600 pixels.
  - ◆ The "tease" image that will appear on the Spokesman.com homepage above the headline should be;
    - ◆ If rasterized (JPG or PNG) 2500 x 1405 pixels.
    - ◆ If vector (SVG) 1142 x 642 pixels.
  - ◆ Images must support the article.
  - ◆ JPGs are recommended for the story page.

### VIDEO:

- ◆ If having video as part of your native advertising:
  - ◆ Video must pertain to the article.
  - ◆ Video must follow the same best practices that the article is subject to.
  - ◆ Video must be hosted on YouTube by client.
  - ◆ Unless there are specific requests for positioning a video elsewhere, videos are typically embedded at the end of each piece.
  - ◆ An image must still be supplied.



## Native Advertising / Sponsored Content Guidelines (cont)

### PRINT ARTICLES:

- ◆ The ad is typically designed to resemble a news story and can include a headline, body text, image, client name, contact information and logo. Fonts used are like a news story.
- ◆ These stories require the words 'Paid Advertisement' at the top of the ad. Word count can vary depending on what other elements are requested.
- ◆ A good article will typically be at least a quarter-page. A quarter-page ad (4.875" w X 10.5" h) with one photo has a maximum word count of 576. If more images or a larger primary image is requested, the maximum word count can drop by at least 100. Our design team can help you with assembling the materials.

### YAHOO!/MSN TARGETING:

- ◆ We can target users in the News Feed on Yahoo! and MSN via a link to our article on spokesman.com.
  - ◆ Link Headline max 50 characters
  - ◆ Link Body max 150 characters
  - ◆ Image 1200x627px
- ◆ All digital article content rules above apply.

### SOCIAL MEDIA:

- ◆ We can also share your article on The Spokesman-Review and Triple-Nine Digital Facebook pages.
- ◆ All digital article content rules above apply.

#### ◆ **Deadline:**

A minimum of 15 days in advance of when the advertiser needs to have it for approval.

### SUBMISSIONS:

- ◆ Send all assets (copy, images and/or video) to your Spokesman-Review Sales Executive and/or Triple-Nine Digital Sales Strategist and include the following:
  - ◆ Contact information, including advertiser name, company URL, address, and phone number
  - ◆ Photo or video link (advertiser is responsible for the rights to use the photo or video)
- ◆ All stories are subject to minor editing by The Spokesman-Review/Triple-Nine Digital Marketing staff for proper grammar, punctuation, and news style. Online articles also may receive additional edits for SEO purposes.
- ◆ If major editing is required, The Spokesman-Review/Triple-Nine Digital will communicate with the client.
- ◆ If requested, The Spokesman-Review/Triple-Nine Digital will provide a print ad proof or a screen shot prior to publication, and provide adjustments as needed to text, photos or design.

#### Sponsored



**This toxic vegetable is the No. 1 danger in your diet**

More sponsored stories:

[Do you need an 'RFID-blocking' vest?](#)

[AI technologies fuel Xfinity customer support platforms](#)

[What you should know about your parents' money](#)

[Bridging the digital divide: Internet resources for low-income veterans in Spokane](#)

[Organize your finances and simplify your life](#)