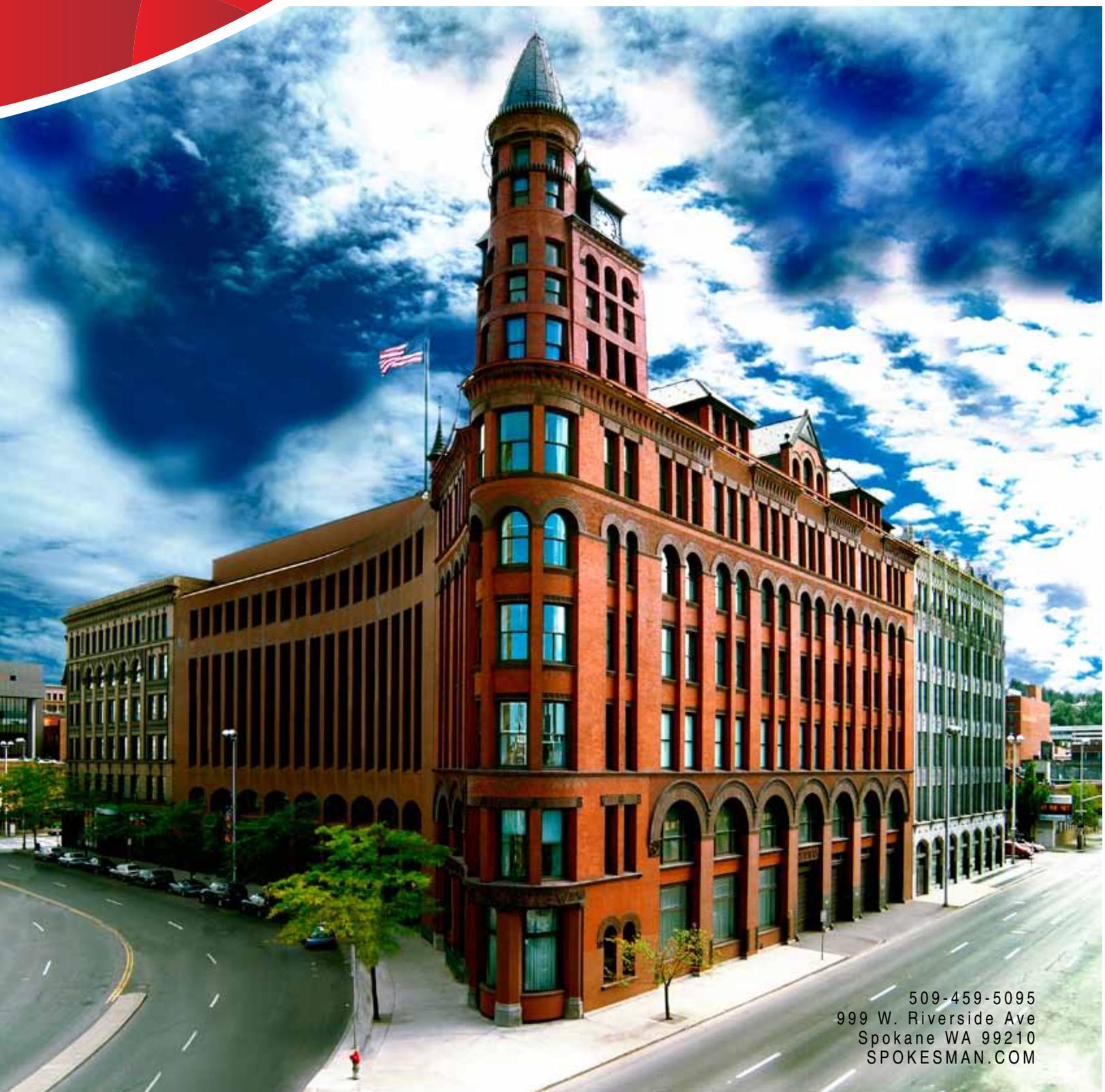


RETAIL  
ADVERTISING

# 2020

THE SPOKESMAN-REVIEW  
spokesman.com



509-459-5095  
999 W. Riverside Ave  
Spokane WA 99210  
SPOKESMAN.COM

***We Create Community!***

*For 137 years and counting, we are a growing diversified information company that engages and inspires citizens to get involved in solving community issues and celebrating our communities' shared values.*

*We engage, inform and serve our community by driving growth, prosperity and quality of life through trusted journalism and innovative marketing solutions.*

## ***We Earn your Business***

**Everything** we do for our business clients is designed to deliver results because we want to earn your business so you'll keep coming back campaign after campaign and year after year.

**We sell advertising campaigns** which are a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. The best advertising campaigns utilize a diverse product mix of media channels (integration), over a particular time frame, to identified target audiences.

**We tailor** each campaign to accomplish the client's particular objective or a set of objectives whether it's establishing a brand, raising brand awareness, or driving traffic and sales.

**We strive to optimize** each campaign's frequency and product mix to deliver efficiency and effectiveness.

**2020 Display Ad Pricing** is based on the advertiser's quarterly expenditure, the number of ads run in a given time period (3 Ads/7-Days, 8 Ads/30-Days or 16 Ads/90-Days), the product(s) in which the ad is run, and finally whether the ad runs on Sunday or another day of the week (a Daily).

Because multi-channel advertising increases efficiency and effectiveness, we further incentivize advertisers to purchase a mix of products to increase reach and optimize results.



RETAIL RATES		Open		40% OFF OPEN 3 Ads / 7 Days		53% OFF OPEN 8 Ads / 30 days		62% OFF OPEN 16 Ads / 90 Days	
Product	Quarterly Investment Level	Space CPI	Color CPI	Space CPI	Color CPI	Space CPI	Color CPI	Space CPI	Color CPI
		Sunday Main News - Print Only	\$0 to \$2999	\$67.65	\$9.23	\$40.59	\$5.54	\$31.80	\$4.34
Sunday Main News - Print Only	\$3000 to \$5999	\$60.89	\$8.30	\$36.53	\$4.98	\$28.62	\$3.90	\$23.14	\$3.15
Sunday Main News - Print Only	\$6000 to \$8999	\$57.50	\$7.84	\$34.50	\$4.70	\$27.03	\$3.69	\$21.85	\$2.98
Sunday Main News - Print Only	\$9000 to \$14999	\$55.47	\$7.56	\$33.28	\$4.54	\$26.08	\$3.56	\$21.08	\$2.87
Sunday Main News - Print Only	\$15000+	\$53.44	\$7.29	\$32.07	\$4.37	\$25.12	\$3.43	\$20.31	\$2.77
Sunday Main News - Integrated	\$0 to \$2999	\$57.50	\$7.84	\$34.50	\$4.70	\$27.03	\$3.69	\$21.85	\$2.98
Sunday Main News - Integrated	\$3000 to \$5999	\$51.41	\$7.01	\$30.85	\$4.21	\$24.17	\$3.30	\$19.54	\$2.66
Sunday Main News - Integrated	\$6000 to \$8999	\$48.03	\$6.55	\$28.82	\$3.93	\$22.58	\$3.08	\$18.25	\$2.49
Sunday Main News - Integrated	\$9000 to \$14999	\$46.68	\$6.37	\$28.01	\$3.82	\$21.94	\$2.99	\$17.74	\$2.42
Sunday Main News - Integrated	\$15000+	\$44.65	\$6.09	\$26.79	\$3.65	\$20.99	\$2.86	\$16.97	\$2.31
Sunday Other Sections	\$0 to \$2999	\$54.12	\$7.38	\$32.47	\$4.43	\$25.43	\$3.47	\$20.57	\$2.81
Sunday Other Sections	\$3000 to \$5999	\$48.71	\$6.64	\$29.22	\$3.99	\$22.89	\$3.12	\$18.51	\$2.52
Sunday Other Sections	\$6000 to \$8999	\$46.00	\$6.27	\$27.60	\$3.76	\$21.62	\$2.95	\$17.48	\$2.38
Sunday Other Sections	\$9000 to \$14999	\$44.38	\$6.05	\$26.63	\$3.63	\$20.85	\$2.84	\$16.87	\$2.30
Sunday Other Sections	\$15000+	\$42.75	\$5.83	\$25.65	\$3.50	\$20.09	\$2.74	\$16.25	\$2.22
Daily Main News - Print Only	\$0 to \$2999	\$53.24	\$7.26	\$31.94	\$4.36	\$25.03	\$3.41	\$20.23	\$2.76
Daily Main News - Print Only	\$3000 to \$5999	\$47.92	\$6.53	\$28.75	\$3.92	\$22.52	\$3.07	\$18.21	\$2.48
Daily Main News - Print Only	\$6000 to \$8999	\$45.25	\$6.17	\$27.15	\$3.70	\$21.27	\$2.90	\$17.19	\$2.34
Daily Main News - Print Only	\$9000 to \$14999	\$43.66	\$5.95	\$26.19	\$3.57	\$20.52	\$2.80	\$16.59	\$2.26
Daily Main News - Print Only	\$15000+	\$42.06	\$5.74	\$25.24	\$3.44	\$19.77	\$2.70	\$15.98	\$2.18
Daily Main News - Integrated	\$0 to \$2999	\$46.32	\$6.32	\$27.79	\$3.79	\$21.77	\$2.97	\$17.60	\$2.40
Daily Main News - Integrated	\$3000 to \$5999	\$41.53	\$5.66	\$24.92	\$3.40	\$19.52	\$2.66	\$15.78	\$2.15
Daily Main News - Integrated	\$6000 to \$8999	\$39.40	\$5.37	\$23.64	\$3.22	\$18.52	\$2.53	\$14.97	\$2.04
Daily Main News - Integrated	\$9000 to \$14999	\$38.33	\$5.23	\$23.00	\$3.14	\$18.02	\$2.46	\$14.56	\$1.99
Daily Main News - Integrated	\$15000+	\$36.74	\$5.01	\$22.04	\$3.01	\$17.27	\$2.35	\$13.96	\$1.90
Daily Other Sections	\$0 to \$2999	\$43.66	\$5.95	\$26.19	\$3.57	\$20.52	\$2.80	\$16.59	\$2.26
Daily Other Sections	\$3000 to \$5999	\$39.29	\$5.36	\$23.57	\$3.21	\$18.46	\$2.52	\$14.93	\$2.04
Daily Other Sections	\$6000 to \$8999	\$37.11	\$5.06	\$22.26	\$3.04	\$17.44	\$2.38	\$14.10	\$1.92
Daily Other Sections	\$9000 to \$14999	\$35.80	\$4.88	\$21.48	\$2.93	\$16.82	\$2.29	\$13.60	\$1.85
Daily Other Sections	\$15000+	\$34.49	\$4.70	\$20.69	\$2.82	\$16.21	\$2.21	\$13.10	\$1.79
Mon & Tue (ROP)	\$0 to \$2999	\$26.62	\$3.63	\$15.97	\$2.18	\$12.51	\$1.71	\$10.12	\$1.38
Mon & Tue (ROP)	\$3000 to \$5999	\$23.96	\$3.27	\$14.37	\$1.96	\$11.26	\$1.53	\$9.11	\$1.24
Mon & Tue (ROP)	\$6000 to \$8999	\$22.63	\$3.09	\$13.58	\$1.85	\$10.63	\$1.45	\$8.60	\$1.17
Mon & Tue (ROP)	\$9000 to \$14999	\$21.83	\$2.98	\$13.10	\$1.79	\$10.26	\$1.40	\$8.30	\$1.13
Mon & Tue (ROP)	\$15000+	\$21.03	\$2.87	\$12.62	\$1.72	\$9.88	\$1.35	\$7.99	\$1.09
North Voice	\$0 to \$2999	\$15.25	\$2.08	\$9.15	\$1.25	\$7.16	\$0.98	\$5.80	\$0.79
North Voice	\$3000 to \$5999	\$13.72	\$1.87	\$8.24	\$1.12	\$6.44	\$0.88	\$5.22	\$0.71
North Voice	\$6000 to \$8999	\$12.96	\$1.77	\$7.78	\$1.06	\$6.09	\$0.83	\$4.93	\$0.67
North Voice	\$9000 to \$14999	\$12.50	\$1.70	\$7.50	\$1.02	\$5.87	\$0.80	\$4.75	\$0.65
North Voice	\$15000+	\$12.04	\$1.64	\$7.23	\$0.99	\$5.66	\$0.77	\$4.58	\$0.62
South Voice	\$0 to \$2999	\$10.78	\$1.47	\$6.47	\$0.88	\$5.07	\$0.69	\$4.09	\$0.56
South Voice	\$3000 to \$5999	\$9.70	\$1.32	\$5.82	\$0.79	\$4.56	\$0.62	\$3.68	\$0.50
South Voice	\$6000 to \$8999	\$9.16	\$1.25	\$5.50	\$0.75	\$4.31	\$0.59	\$3.48	\$0.47
South Voice	\$9000 to \$14999	\$8.84	\$1.21	\$5.30	\$0.72	\$4.16	\$0.57	\$3.36	\$0.46
South Voice	\$15000+	\$8.52	\$1.16	\$5.11	\$0.70	\$4.01	\$0.55	\$3.23	\$0.44
Valley Voice	\$0 to \$2999	\$10.55	\$1.44	\$6.33	\$0.86	\$4.96	\$0.68	\$4.00	\$0.55
Valley Voice	\$3000 to \$5999	\$9.49	\$1.29	\$5.69	\$0.78	\$4.46	\$0.61	\$3.60	\$0.49
Valley Voice	\$6000 to \$8999	\$8.97	\$1.22	\$5.38	\$0.73	\$4.22	\$0.58	\$3.40	\$0.46
Valley Voice	\$9000 to \$14999	\$8.65	\$1.18	\$5.19	\$0.71	\$4.07	\$0.55	\$3.28	\$0.45
Valley Voice	\$15000+	\$8.33	\$1.14	\$5.00	\$0.68	\$3.92	\$0.53	\$3.16	\$0.43
N.Idaho Page	\$0 to \$2999	\$13.33	\$1.82	\$8.00	\$1.09	\$6.27	\$0.86	\$5.07	\$0.69
N.Idaho Page	\$3000 to \$5999	\$12.00	\$1.64	\$7.20	\$0.98	\$5.64	\$0.77	\$4.56	\$0.62
N.Idaho Page	\$6000 to \$8999	\$11.33	\$1.55	\$6.80	\$0.93	\$5.33	\$0.73	\$4.31	\$0.59
N.Idaho Page	\$9000 to \$14999	\$10.93	\$1.49	\$6.56	\$0.89	\$5.14	\$0.70	\$4.16	\$0.57
N.Idaho Page	\$15000+	\$10.53	\$1.44	\$6.32	\$0.86	\$4.95	\$0.68	\$4.01	\$0.55
Pinch (Non-Subscribers)	\$0 to \$2999	\$10.56	\$1.44	\$6.34	\$0.86	\$4.96	\$0.68	\$4.02	\$0.55
Pinch (Non-Subscribers)	\$3000 to \$5999	\$9.50	\$1.30	\$5.70	\$0.78	\$4.46	\$0.61	\$3.61	\$0.49
Pinch (Non-Subscribers)	\$6000 to \$8999	\$8.98	\$1.22	\$5.39	\$0.73	\$4.22	\$0.58	\$3.41	\$0.47
Pinch (Non-Subscribers)	\$9000 to \$14999	\$8.66	\$1.18	\$5.20	\$0.71	\$4.07	\$0.55	\$3.29	\$0.45
Pinch (Non-Subscribers)	\$15000+	\$8.34	\$1.14	\$5.01	\$0.68	\$3.92	\$0.53	\$3.17	\$0.43

# RETAIL PREPRINT

Retail Preprint			
Flexi Pgs	Std Pgs	Tab Pgs	Open CPM
		2	\$46.75
8	2	4	\$50.75
12	3	6	\$54.50
16	4	8	\$58.00
20	5	10	\$61.25
24	6	12	\$64.25
28	7	14	\$67.00
32	8	16	\$69.50
36	9	18	\$71.75
40	10	20	\$73.75
44	11	22	\$75.50
48	12	24	\$77.00
52	13	26	\$78.25
56	14	28	\$79.25
60	15	30	\$80.25
64	16	32	\$81.25
68	17	34	\$82.25
72	18	36	\$83.25
76	19	38	\$84.25
80	20	40	\$85.25
84	21	42	\$86.25
88	22	44	\$87.25
92	23	46	\$88.25
96-128	24-32	48-64	\$89.25

Preprint Information
<p>Preprint rates are based on cost per thousand (cpm). Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11"). All other preprinted inserts, including gatefolds and mini-wraps are billed at tabloid page equivalents by measuring the square inches per page, as follows:</p> <ul style="list-style-type: none"> <li>• Flexi page: 36 to 80 inches (divide by 2)</li> <li>• Tab page: 81-138 inches (use actual pages)</li> <li>• Standard page: 139-215 inches (multiply by 2)</li> </ul> <p>To determine a page count for envelope inserts, calculate the square inches of the envelope to identify square inches per page. Count the envelope and the total pieces enclosed to establish the number of "Tabloid pages."</p> <p>Minimum size of insert is "4 x 6" and weight is 60#. Maximum folded delivery size must be no larger than 11-3/8" x 11." Irregular, novelty or product sample inserts must have prior written approval from the Publisher before acceptance and delivery.</p> <p>We accept materials from Advertisers and printers with quantity counts subject to verification at time of insertion. We may verify count by weight, machine recording or other means at our discretion and will apprise the Advertiser of shortages. We accept responsibility for accurate counts only for inserts printed in-house.</p> <p>* 5,000 minimum for local advertising * 10,000 minimum for national advertising.</p> <p><b>Spokane County Enhanced &amp; Select Market Coverage</b></p> <p>Many non-subscribing households in Spokane County can be reached in addition to our subscriber households.</p> <ul style="list-style-type: none"> <li>• Wednesday Pinch is our Enhanced Coverage product and is distributed on Wednesdays to a majority of non-subscribing households. Delivery to specific addresses is not guaranteed.</li> <li>• Sunday Pinch is our Select Market Coverage product and is distributed on Sundays by request (opt-in).</li> </ul>

Discounts are available based on frequency (weeks per year) and the Percent of Audience the inserts are distributed to. For Deadlines and shipping and receiving instructions, please contact us at 509-459-5095

Print & Deliver Inserts	10,000	24,000	50,000	100,000	150,000
8.5" x 11 Single Sheet	\$59.50	\$51.50	\$46.00	\$43.25	\$40.50
8.5" x 5.5" Mini Card	\$53.50	\$46.50	\$44.00	\$42.25	\$40.50
10.5" x 11" Jumbo	\$64.50	\$57.50	\$55.00	\$46.25	\$44.50
11" x 17" 4-Page folded	\$90.00	\$90.00	\$77.50	\$59.75	\$58.00

Sticky Note Ads	Section	10,000	24,000	50,000	100,000
3" x 3" Full color F&B	Main A-1	\$82.00	\$55.50	\$48.50	\$44.00
	All Other Fronts	\$77.00	\$50.50	\$43.50	\$39.00

10,000 print minimum and 5,000 per distribution drop minimum. Artwork due 15 business days in advance. Other paper weights available. Frequency Discounts are available. Call your Sales Executive at 509-459-5095

