

NATIONAL  
ADVERTISING

# 2022

THE SPOKESMAN-REVIEW  
spokesman.com



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

**We Create Community!**

*Since 1883, 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.

**2022 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.



| NATIONAL                     |                            |
|------------------------------|----------------------------|
| Product                      | Quarterly Investment Level |
| Sunday (MN-NW) Print Only    | \$0 to \$2999              |
| Sunday (MN-NW) Integrated    | \$0 to \$2999              |
| Sunday (Bus-Class-Feat-Spts) | \$0 to \$2999              |
| Daily (MN) Print Only        | \$0 to \$2999              |
| Daily (MN) Integrated        | \$0 to \$2999              |
| Daily (Class-Feat-Spts)      | \$0 to \$2999              |
| Mon & Tue (ROP)              | \$0 to \$2999              |
| North Voice                  | \$0 to \$2999              |
| South Voice                  | \$0 to \$2999              |
| Valley Voice                 | \$0 to \$2999              |
| N.Idaho Page                 | \$0 to \$2999              |
| Pinch                        | \$0 to \$2999              |
| Sunday (MN-NW) Print Only    | \$3000 to \$5999           |
| Sunday (MN-NW) Integrated    | \$3000 to \$5999           |
| Sunday (Bus-Class-Feat-Spts) | \$3000 to \$5999           |
| Daily (MN) Print Only        | \$3000 to \$5999           |
| Daily (MN) Integrated        | \$3000 to \$5999           |
| Daily (Class-Feat-Spts)      | \$3000 to \$5999           |
| Mon & Tue (ROP)              | \$3000 to \$5999           |
| North Voice                  | \$3000 to \$5999           |
| South Voice                  | \$3000 to \$5999           |
| Valley Voice                 | \$3000 to \$5999           |
| N.Idaho Page                 | \$3000 to \$5999           |
| Pinch                        | \$3000 to \$5999           |
| Sunday (MN-NW) Print Only    | \$6000 to \$8999           |
| Sunday (MN-NW) Integrated    | \$6000 to \$8999           |
| Sunday (Bus-Class-Feat-Spts) | \$6000 to \$8999           |
| Daily (MN) Print Only        | \$6000 to \$8999           |
| Daily (MN) Integrated        | \$6000 to \$8999           |
| Daily (Class-Feat-Spts)      | \$6000 to \$8999           |
| Mon & Tue (ROP)              | \$6000 to \$8999           |
| North Voice                  | \$6000 to \$8999           |
| South Voice                  | \$6000 to \$8999           |
| Valley Voice                 | \$6000 to \$8999           |
| N.Idaho Page                 | \$6000 to \$8999           |
| Pinch                        | \$6000 to \$8999           |
| Sunday (MN-NW) Print Only    | \$9000 to \$14999          |
| Sunday (MN-NW) Integrated    | \$9000 to \$14999          |
| Sunday (Bus-Class-Feat-Spts) | \$9000 to \$14999          |
| Daily (MN) Print Only        | \$9000 to \$14999          |
| Daily (MN) Integrated        | \$9000 to \$14999          |
| Daily (Class-Feat-Spts)      | \$9000 to \$14999          |
| Mon & Tue (ROP)              | \$9000 to \$14999          |
| North Voice                  | \$9000 to \$14999          |
| South Voice                  | \$9000 to \$14999          |
| Valley Voice                 | \$9000 to \$14999          |
| N.Idaho Page                 | \$9000 to \$14999          |
| Pinch                        | \$9000 to \$14999          |
| Sunday (MN-NW) Print Only    | \$15000+                   |
| Sunday (MN-NW) Integrated    | \$15000+                   |
| Sunday (Bus-Class-Feat-Spts) | \$15000+                   |
| Daily (MN) Print Only        | \$15000+                   |
| Daily (MN) Integrated        | \$15000+                   |
| Daily (Class-Feat-Spts)      | \$15000+                   |
| Mon & Tue (ROP)              | \$15000+                   |
| North Voice                  | \$15000+                   |
| South Voice                  | \$15000+                   |
| Valley Voice                 | \$15000+                   |
| N.Idaho Page                 | \$15000+                   |
| Pinch                        | \$15000+                   |

| Open 1 x          |
|-------------------|
| Space & Color CPI |
| \$105.74          |
| \$89.86           |
| \$84.56           |
| \$83.19           |
| \$70.68           |
| \$68.20           |
| \$41.59           |
| \$23.79           |
| \$16.84           |
| \$16.50           |
| \$20.83           |
| \$16.50           |
| \$95.15           |
| \$80.30           |
| \$76.11           |
| \$74.87           |
| \$64.90           |
| \$61.39           |
| \$37.40           |
| \$21.45           |
| \$15.13           |
| \$14.85           |
| \$18.77           |
| \$14.85           |
| \$89.86           |
| \$75.08           |
| \$71.92           |
| \$70.68           |
| \$61.53           |
| \$57.96           |
| \$35.34           |
| \$20.28           |
| \$14.30           |
| \$14.03           |
| \$17.74           |
| \$14.03           |
| \$86.63           |
| \$72.94           |
| \$69.30           |
| \$68.20           |
| \$59.88           |
| \$55.97           |
| \$34.10           |
| \$19.53           |
| \$13.82           |
| \$13.48           |
| \$17.05           |
| \$13.54           |
| \$83.53           |
| \$69.78           |
| \$66.83           |
| \$65.73           |
| \$57.41           |
| \$53.90           |
| \$32.87           |
| \$18.84           |
| \$13.34           |
| \$13.07           |
| \$16.43           |
| \$13.07           |

| 40% OFF OPEN<br>3 Ads / 7 Days |
|--------------------------------|
| Space & Color CPI              |
| \$63.44                        |
| \$53.92                        |
| \$50.73                        |
| \$49.91                        |
| \$42.41                        |
| \$40.92                        |
| \$24.95                        |
| \$14.28                        |
| \$10.10                        |
| \$9.90                         |
| \$12.50                        |
| \$9.90                         |
| \$57.09                        |
| \$48.18                        |
| \$45.67                        |
| \$44.92                        |
| \$38.94                        |
| \$36.83                        |
| \$22.44                        |
| \$12.87                        |
| \$9.08                         |
| \$8.91                         |
| \$11.26                        |
| \$8.91                         |
| \$53.92                        |
| \$45.05                        |
| \$43.15                        |
| \$42.41                        |
| \$36.92                        |
| \$34.78                        |
| \$21.21                        |
| \$12.17                        |
| \$8.58                         |
| \$8.42                         |
| \$10.65                        |
| \$8.42                         |
| \$51.98                        |
| \$43.76                        |
| \$41.58                        |
| \$40.92                        |
| \$35.93                        |
| \$33.58                        |
| \$20.46                        |
| \$11.72                        |
| \$8.29                         |
| \$8.09                         |
| \$10.23                        |
| \$8.12                         |
| \$50.12                        |
| \$41.87                        |
| \$40.10                        |
| \$39.44                        |
| \$34.45                        |
| \$32.34                        |
| \$19.72                        |
| \$11.31                        |
| \$8.01                         |
| \$7.84                         |
| \$9.86                         |
| \$7.84                         |

| 53% OFF OPEN<br>8 Ads / 30 days |
|---------------------------------|
| Space & Color CPI               |
| \$49.70                         |
| \$42.23                         |
| \$39.74                         |
| \$39.10                         |
| \$33.22                         |
| \$32.05                         |
| \$19.55                         |
| \$11.18                         |
| \$7.92                          |
| \$7.76                          |
| \$9.79                          |
| \$7.76                          |
| \$44.72                         |
| \$37.74                         |
| \$35.77                         |
| \$35.19                         |
| \$30.50                         |
| \$28.85                         |
| \$17.58                         |
| \$10.08                         |
| \$7.11                          |
| \$6.98                          |
| \$8.82                          |
| \$6.98                          |
| \$42.23                         |
| \$35.29                         |
| \$33.80                         |
| \$33.22                         |
| \$28.92                         |
| \$27.24                         |
| \$16.61                         |
| \$9.53                          |
| \$6.72                          |
| \$6.59                          |
| \$8.34                          |
| \$6.59                          |
| \$40.71                         |
| \$34.28                         |
| \$32.57                         |
| \$32.05                         |
| \$28.15                         |
| \$26.30                         |
| \$16.03                         |
| \$9.18                          |
| \$6.49                          |
| \$6.33                          |
| \$8.01                          |
| \$6.36                          |
| \$39.26                         |
| \$32.80                         |
| \$31.41                         |
| \$30.89                         |
| \$26.98                         |
| \$25.33                         |
| \$15.45                         |
| \$8.86                          |
| \$6.27                          |
| \$6.14                          |
| \$7.72                          |
| \$6.14                          |

| 62% OFF OPEN<br>16 Ads / 90 Days |
|----------------------------------|
| Space & Color CPI                |
| \$40.18                          |
| \$34.15                          |
| \$32.13                          |
| \$31.61                          |
| \$26.86                          |
| \$25.92                          |
| \$15.80                          |
| \$9.04                           |
| \$6.40                           |
| \$6.27                           |
| \$7.92                           |
| \$6.27                           |
| \$36.16                          |
| \$30.51                          |
| \$28.92                          |
| \$28.45                          |
| \$24.66                          |
| \$23.33                          |
| \$14.21                          |
| \$8.15                           |
| \$5.75                           |
| \$5.64                           |
| \$7.13                           |
| \$5.64                           |
| \$34.15                          |
| \$28.53                          |
| \$27.33                          |
| \$26.86                          |
| \$23.38                          |
| \$22.02                          |
| \$13.43                          |
| \$7.71                           |
| \$5.43                           |
| \$5.33                           |
| \$6.74                           |
| \$5.33                           |
| \$32.92                          |
| \$27.72                          |
| \$26.33                          |
| \$25.92                          |
| \$22.76                          |
| \$21.27                          |
| \$12.96                          |
| \$7.42                           |
| \$5.25                           |
| \$5.12                           |
| \$6.48                           |
| \$5.15                           |
| \$31.74                          |
| \$26.52                          |
| \$25.39                          |
| \$24.98                          |
| \$21.82                          |
| \$20.48                          |
| \$12.49                          |
| \$7.16                           |
| \$5.07                           |
| \$4.97                           |
| \$6.24                           |
| \$4.97                           |

# NATIONAL PREPRINT

| National Preprints |         |         |          |
|--------------------|---------|---------|----------|
| Flexi Pgs          | Std Pgs | Tab Pgs | Open CPM |
|                    |         | 2       | \$58.44  |
| 8                  | 2       | 4       | \$63.44  |
| 12                 | 3       | 6       | \$68.13  |
| 16                 | 4       | 8       | \$72.50  |
| 20                 | 5       | 10      | \$76.56  |
| 24                 | 6       | 12      | \$80.31  |
| 28                 | 7       | 14      | \$83.75  |
| 32                 | 8       | 16      | \$86.88  |
| 36                 | 9       | 18      | \$89.69  |
| 40                 | 10      | 20      | \$92.19  |
| 44                 | 11      | 22      | \$94.38  |
| 48                 | 12      | 24      | \$96.25  |
| 52                 | 13      | 26      | \$97.81  |
| 56                 | 14      | 28      | \$99.06  |
| 60                 | 15      | 30      | \$100.31 |
| 64                 | 16      | 32      | \$101.56 |
| 68                 | 17      | 34      | \$102.81 |
| 72                 | 18      | 36      | \$104.06 |
| 76                 | 19      | 38      | \$105.31 |
| 80                 | 20      | 40      | \$106.56 |
| 84                 | 21      | 42      | \$107.81 |
| 88                 | 22      | 44      | \$109.06 |
| 92                 | 23      | 46      | \$110.31 |
| 96-128             | 24-32   | 48-64   | \$111.56 |

| 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<br/>* 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.</li> <li>Sunday Pinch is our Select Market Coverage product and is distributed on Sundays.</li> </ul> |

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



| Sales Flyers - 8.125" x 10.375", 60# Gloss, full color, 2 sides |         |         |         |         |
|-----------------------------------------------------------------|---------|---------|---------|---------|
| Printing                                                        | 40,000  | 50,000  | 100,000 |         |
| CPM                                                             | \$28.21 | \$24.94 | \$22.60 | \$21.46 |
| Distribution                                                    | 5,000   | 10,000  | 25,000  | 50,000  |
| CPM                                                             | \$35.00 | \$32.73 | \$30.39 | \$28.05 |

More sizes and paper options available

| Note Ads - 3x3", full color front, b/w back |         |         |         |         |
|---------------------------------------------|---------|---------|---------|---------|
| Print & Distribution                        | 10,000  | 25,000  | 50,000  | 100,000 |
| CPM                                         | \$93.08 | \$65.65 | \$55.68 | \$50.94 |

## Closing Schedule for Preprints

Preprint distribution is available Wed, Thurs., Fri. and Sun. Preprint reservations are due by 5 p.m. the Tuesday prior to insertion for the following week (Wednesday, Thursday, Friday and Sunday). Final deadline for receipt of inserts at the facility is 3 business days prior to mid-week insertions for Wed.-Fri. distribution, 5 business days prior to Wednesday and Sunday Pinch distribution. Thanksgiving Day reservation deadline is Wednesday, Nov. 9th. Final deadline for receipt of inserts is Friday, November 11th. A late charge may be assessed for late arrival of inserts.

Deliver preprints to: Northwest Offset Printing, 19223 E Euclid Ave, Spokane Valley, WA 99027  
Receiving times are Mon-Fri 7am-5pm  
Receiving Contact: Please contact your Sales Executive