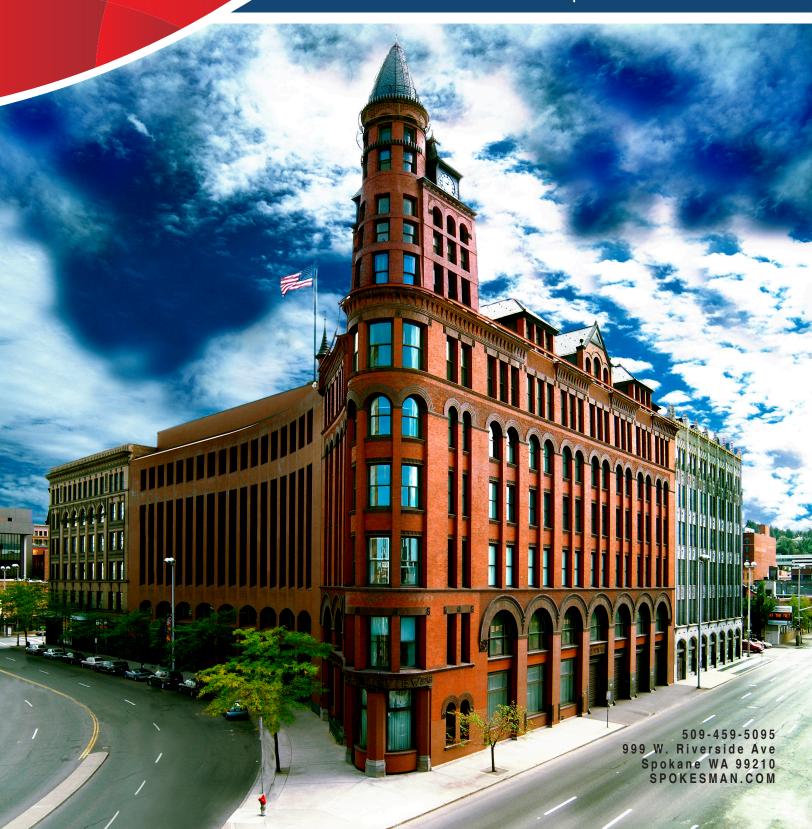
RETAIL ADVERTISING

2022

THE SPOKESMAN-REVIEW spokesman.com



THE SPOKESMAN-REVIEW 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.



Sunday Main News - Print Only Substitution Su	RETAIL RAT	FS	Open 1 x	40% OFF OPEN	53% OFF OPEN	62% OFF OPEN
Sunday Main News - Print Only	RETAIL RAT	E 3	Орентх	3 Ads / 7 Days	8 Ads / 30 days	16 Ads / 90 Days
Sunday Main News - Print Only		Quarterly	Space & Color	Space & Color	Space &	Space & Color
Sunday Main News - Print Only S0 to 52999 S571.89 S43.13 S33.79 S27.32 S25.71	Product		СРІ	CPI	Color CPI	•
Sunday Main News - Interprated \$0 to \$2999 \$571.89 \$431.33 \$33.79 \$27.32 \$25.71	Sunday Main News - Print Only	\$0 to \$2999	\$84.59	\$50.75	\$39.76	\$32.14
Sunday Other Sections	•					
Daily Main News - Print Only						
Daily Main News - Integrated	<u>'</u>					
Daily Other Sections						
Mon & Tue (ROP)						
South Voice	Mon & Tue (ROP)	\$0 to \$2999	\$33.28			
Valley Voice \$0 to \$2999 \$13.20 \$7.92 \$6.20 \$5.02 NI Idaho Page \$0 to \$2999 \$16.67 \$10.00 \$7.83 \$6.20 \$5.02 Sunday Main News - Print Only \$3000 to \$5999 \$70.12 \$45.67 \$33.78 \$28.83 Sunday Main News - Print Only \$3000 to \$5999 \$66.424 \$38.54 \$30.19 \$22.813 Sunday Other Sections \$3000 to \$5999 \$60.89 \$33.53 \$28.62 \$23.314 Daily Main News - Print Only \$3000 to \$5999 \$51.92 \$31.15 \$24.40 \$19.73 Daily Other Sections \$3000 to \$5999 \$49.12 \$29.47 \$23.08 \$18.66 Mon & Tue (ROP) \$3000 to \$5999 \$49.12 \$29.47 \$23.08 \$11.66 South Voice \$3000 to \$5999 \$11.81 \$11.05 \$6.52 South Voice \$3000 to \$5999 \$11.62 \$7.26 \$5.69 \$4.60 Valley Voice \$3000 to \$5999 \$11.82 \$7.13 \$5.58 \$4.51 Sunday Main News - Prin		\$0 to \$2999	\$19.03	\$11.42	\$8.94	
Nudaho Page	South Voice	\$0 to \$2999	\$13.48	\$8.09	\$6.33	\$5.12
Pinch (Non-Subscribers) \$0 to \$2999 \$13.20 \$7.92 \$6.20 \$5.02 Sunday Main News - Print Only \$3000 to \$5999 \$76.12 \$45.67 \$33.78 \$28.93 Sunday Main News - Integrated \$3000 to \$5999 \$60.89 \$36.53 \$28.62 \$23.14 Daily Main News - Print Only \$3000 to \$5999 \$56.99 \$35.53 \$28.62 \$23.14 Daily Main News - Print Only \$3000 to \$5999 \$51.92 \$31.15 \$24.40 \$119.73 Daily Other Sections \$3000 to \$5999 \$51.92 \$31.15 \$24.40 \$119.73 Daily Other Sections \$3000 to \$5999 \$51.92 \$31.15 \$24.40 \$11.97 North Voice \$3000 to \$5999 \$17.16 \$10.30 \$8.07 \$6.52 South Voice \$3000 to \$5999 \$11.88 \$7.13 \$5.88 \$4.51 Nicabio Page \$300 to \$5999 \$11.88 \$7.13 \$5.88 \$4.51 Sunday Main News - Integrated \$6000 to \$8099 \$57.53 \$34.52 \$7.04 \$21.86	Valley Voice	\$0 to \$2999	\$13.20	\$7.92	\$6.20	\$5.02
Sunday Main News - Print Only \$3000 to \$5999 \$64.24 \$38.54 \$30.19 \$24.41 \$20.00 to \$5999 \$60.89 \$36.53 \$28.62 \$23.44 \$30.19 \$24.41 \$20.00 to \$5999 \$60.89 \$36.53 \$28.62 \$23.44 \$30.19 \$24.41 \$20.00 to \$5999 \$60.89 \$36.53 \$28.62 \$23.44 \$30.19 \$24.41 \$20.00 to \$5999 \$59.90 \$36.53 \$28.62 \$22.76 \$20.00 to \$5999 \$59.90 \$36.53 \$28.62 \$22.76 \$20.00 to \$5999 \$59.90 \$36.53 \$28.62 \$22.76 \$20.00 to \$5999 \$36.90 to \$26.999 \$36	N.Idaho Page	\$0 to \$2999	\$16.67	\$10.00	\$7.83	\$6.33
Sunday Main News - Integrated	Pinch (Non-Subscribers)	\$0 to \$2999	\$13.20	\$7.92	\$6.20	\$5.02
Sounday Other Sections	Sunday Main News - Print Only	\$3000 to \$5999	\$76.12	\$45.67	\$35.78	\$28.93
Sample S	Sunday Main News - Integrated	\$3000 to \$5999	\$64.24	\$38.54	\$30.19	\$24.41
Sale	Sunday Other Sections	\$3000 to \$5999	\$60.89	\$36.53	\$28.62	\$23.14
Sale	Daily Main News - Print Only	\$3000 to \$5999	\$59.90	\$35.94	\$28.15	\$22.76
Mon & Tue (ROP) \$3000 to \$5999 \$12.10 \$17.26 \$5.69 \$4.60 \$3.000 to \$5999 \$17.16 \$10.30 \$8.07 \$5.59 \$4.60 \$3.000 to \$5999 \$12.10 \$7.76 \$5.69 \$4.60 \$4.60 \$3.000 to \$5999 \$12.10 \$7.76 \$5.69 \$4.60 \$4.60 \$4.60 \$4.60 \$5.60 \$6.52 \$4.60 \$4.60 \$4.60 \$6.50 \$6.52 \$4.60 \$6.50 \$6.50 \$6.60 \$6.50 \$6.60 \$6.50 \$6.60 \$6.50 \$6.50 \$6.60 \$6.50 \$6.60 \$6.50 \$6.60 \$6.50 \$6.60 \$6.50 \$6.50 \$6.60 \$6.50 \$6.50 \$6.50 \$6.60 \$6.50	Daily Main News - Integrated	\$3000 to \$5999	\$51.92	\$31.15	\$24.40	\$19.73
North Voice	Daily Other Sections	\$3000 to \$5999	\$49.12	\$29.47	\$23.08	\$18.66
South Voice	Mon & Tue (ROP)	\$3000 to \$5999	\$29.92	\$17.95	\$14.06	\$11.37
Valley Voice \$3000 to \$5999 \$11.88 \$7.13 \$5.58 \$4.51 Pinch (Non-Subscribers) \$3000 to \$5999 \$15.02 \$9.01 \$7.06 \$5.71 Pinch (Non-Subscribers) \$3000 to \$5999 \$11.88 \$7.13 \$5.58 \$4.51 Sunday Main News - Print Only \$6000 to \$8999 \$60.06 \$36.04 \$22.70 \$22.82 Sunday Main News - Print Only \$6000 to \$8999 \$55.53 \$34.52 \$27.04 \$21.86 Daily Main News - Integrated \$6000 to \$8999 \$49.23 \$39.22 \$22.70 \$21.86 Daily Main News - Integrated \$6000 to \$8999 \$46.37 \$27.82 \$23.14 \$51.72 Mon & Tue (ROP) \$6000 to \$8999 \$46.37 \$27.82 \$21.19 \$17.63 South Voice \$6000 to \$8999 \$11.44 \$6.86 \$5.38 \$4.35 Valley Voice \$6000 to \$8999 \$11.22 \$6.73 \$5.27 \$4.26 Sunday Main News - Print Only \$9000 to \$14999 \$69.30 \$41.58 \$33.57 \$5.27 \$4.	North Voice	\$3000 to \$5999	\$17.16	\$10.30	\$8.07	\$6.52
Nidaho Page \$3000 to \$5999 \$15.02 \$9.01 \$7.06 \$5.71	South Voice	\$3000 to \$5999	\$12.10	\$7.26	\$5.69	\$4.60
Pinch (Non-Subscribers) \$3000 to \$5999 \$71.88 \$7.13 \$5.58 \$4.51	Valley Voice	\$3000 to \$5999	\$11.88	\$7.13	\$5.58	\$4.51
Sunday Main News - Print Only \$6000 to \$8999 \$60.06 \$36.04 \$28.23 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.82 \$22.84 \$22.82	N.Idaho Page	\$3000 to \$5999	\$15.02	\$9.01	\$7.06	\$5.71
Sunday Main News - Integrated \$6000 to \$8999 \$60.06 \$36.04 \$28.23 \$22.82 Sunday Other Sections \$6000 to \$8999 \$55.53 \$34.52 \$27.04 \$21.86 Daily Main News - Integrated \$6000 to \$8999 \$49.23 \$29.54 \$22.14 \$18.71 Daily Other Sections \$6000 to \$8999 \$46.37 \$27.82 \$21.79 \$17.62 Mon & Tue (ROP) \$6000 to \$8999 \$46.37 \$27.82 \$21.79 \$17.62 Mort Voice \$6000 to \$8999 \$16.23 \$9.74 \$7.63 \$6.17 South Voice \$6000 to \$8999 \$11.44 \$6.86 \$5.38 \$4.35 Valley Voice \$6000 to \$8999 \$11.49 \$8.51 \$6.67 \$5.39 Pinch (Non-Subscribers) \$6000 to \$8999 \$11.19 \$8.51 \$6.67 \$5.39 Sunday Main News - Print Only \$9000 to \$14999 \$58.36 \$35.27 \$4.26 Sunday Main News - Integrated \$9000 to \$14999 \$58.36 \$32.74 \$25.64 \$22.52 Daily Main News	Pinch (Non-Subscribers)	\$3000 to \$5999	\$11.88	\$7.13	\$5.58	\$4.51
Sunday Other Sections	Sunday Main News - Print Only	\$6000 to \$8999	\$71.89	\$43.13	\$33.79	\$27.32
Daily Main News - Print Only \$6000 to \$8999 \$56.54 \$33.92 \$26.57 \$21.49 Daily Main News - Integrated \$6000 to \$8999 \$49.23 \$29.54 \$23.14 \$18.71 Daily Other Sections \$6000 to \$8999 \$46.37 \$27.82 \$21.79 \$17.62 Mon & Tue (ROP) \$6000 to \$8999 \$16.23 \$9.74 \$7.63 \$6.17 South Voice \$6000 to \$8999 \$11.22 \$6.73 \$5.27 \$4.26 N.Idaho Page \$6000 to \$8999 \$11.22 \$6.73 \$5.27 \$4.26 N.Idaho Page \$6000 to \$8999 \$11.22 \$6.73 \$5.27 \$4.26 N.Idaho Page \$6000 to \$14999 \$69.30 \$14.19 \$8.51 \$6.67 \$5.39 Sunday Main News - Integrated \$9000 to \$14999 \$58.36 \$35.01 \$27.43 \$22.17 Sunday Main News - Integrated \$9000 to \$14999 \$47.91 \$28.74 \$25.64 \$20.73 Daily Main News - Print Only \$9000 to \$14999 \$47.91 \$28.74 \$22.52 \$18.20	Sunday Main News - Integrated	\$6000 to \$8999	\$60.06	\$36.04	\$28.23	\$22.82
Daily Main News - Integrated \$6000 to \$8999 \$49.23 \$29.54 \$23.14 \$18.71	Sunday Other Sections	\$6000 to \$8999	\$57.53	\$34.52	\$27.04	\$21.86
Daily Other Sections \$6000 to \$8999 \$46.37 \$27.82 \$21.79 \$17.62	Daily Main News - Print Only	\$6000 to \$8999	\$56.54	\$33.92	\$26.57	\$21.49
Section Sect	Daily Main News - Integrated	\$6000 to \$8999	\$49.23	\$29.54	\$23.14	\$18.71
South Voice \$6000 to \$8999 \$11.22 \$6.33 \$5.27 \$4.26 \$5.38 \$5.39 \$5.29 \$11.44 \$6.86 \$5.38 \$4.35 \$4.35 \$4.26 \$5.39 \$5.27 \$4.26 \$5.39 \$5.21 \$5.26 \$5.27 \$5.26 \$5.27 \$5.26 \$5.27 \$5.26 \$5.27 \$5.26 \$5.27 \$5.26 \$5.27 \$5.26 \$5.27 \$5.26 \$5.27 \$5.27 \$5.26 \$5.27 \$5.27 \$5.27 \$5.26 \$5.27 \$5.	Daily Other Sections	\$6000 to \$8999	\$46.37	\$27.82	\$21.79	\$17.62
South Voice \$6000 to \$8999 \$11.44 \$6.86 \$5.38 \$4.35 Valley Voice \$6000 to \$8999 \$11.22 \$6.73 \$5.27 \$4.26 N.Idaho Page \$6000 to \$8999 \$11.22 \$6.73 \$5.27 \$4.26 Pinch (Non-Subscribers) \$6000 to \$8999 \$11.22 \$6.73 \$5.27 \$4.26 Sunday Main News - Print Only \$9000 to \$14999 \$69.30 \$41.58 \$32.57 \$26.33 Sunday Other Sections \$9000 to \$14999 \$55.44 \$33.26 \$22.07 \$22.17 Sunday Other Sections \$9000 to \$14999 \$55.44 \$33.26 \$22.06 \$21.07 Daily Main News - Integrated \$9000 to \$14999 \$44.77 \$26.86 \$21.04 \$17.01 Mon & Tue (ROP) \$9000 to \$14999 \$44.77 \$26.86 \$21.04 \$17.01 N.Idaho Page \$9000 to \$14999 \$11.06 \$6.63 \$5.20 \$4.20 Valley Voice \$9000 to \$14999 \$13.64 \$8.18 \$6.47 \$5.07 \$4.10	Mon & Tue (ROP)					
Valley Voice	North Voice	\$6000 to \$8999	\$16.23	\$9.74	\$7.63	\$6.17
N.Idaho Page	South Voice	\$6000 to \$8999	\$11.44	\$6.86	\$5.38	\$4.35
Section Sections	Valley Voice			\$6.73	\$5.27	-
Sunday Main News - Print Only \$9000 to \$14999 \$69.30 \$41.58 \$32.57 \$26.33 Sunday Main News - Integrated \$9000 to \$14999 \$58.36 \$35.01 \$27.43 \$22.17 Sunday Other Sections \$9000 to \$14999 \$55.44 \$33.26 \$26.06 \$21.07 Daily Main News - Integrated \$9000 to \$14999 \$47.91 \$26.86 \$22.52 \$18.20 Daily Other Sections \$9000 to \$14999 \$44.77 \$26.86 \$21.04 \$17.01 Mon & Tue (ROP) \$9000 to \$14999 \$11.06 \$6.63 \$5.20 \$4.20 Valley Voice \$9000 to \$14999 \$11.06 \$6.63 \$5.20 \$4.20 Valley Voice \$9000 to \$14999 \$10.78 \$66.83 \$5.07 \$5.18 Sunday Main News - Print Only \$15000+ \$66.83 \$33.50 \$5.09 \$4.10 Sunday Main News - Integrated \$15000+ \$53.46 \$32.08 \$5.14 \$5.18 Sunday Main News - Integrated \$15000+ \$45.93 \$27.56 \$21.58 \$17.45	•	\$6000 to \$8999	· ·	\$8.51	\$6.67	
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	Pinch (Non-Subscribers)	\$15000+ \$15000+	\$13.15 \$10.45	\$7.89 \$6.27	\$6.18	\$5.00 \$3.97

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

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" \times 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:

- Flexi page: 36 to 80 inches (divide by 2)
- Tab page: 81-138 inches (use actual pages)
- Standard page: 139-215 inches (multiply by 2)

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."

Minimum size of insert is " 4×6 " 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.

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.

- * 5,000 minimum for local advertising
- * 10,000 minimum for national advertising.

Spokane County Enhanced & Select Market Coverage

Many non-subscribing households in Spokane County can be reached in addition to our subscriber households.

- Wednesday Pinch is our Enhanced Coverage product and is distributed on Wednesdays to a majority of non-subscribing households.
- Sunday Pinch is our Select Market Coverage product and is distributed on Sundays.

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



Sales Flyers - 8.125" x 10.375", 60# Gloss, full color, 2 sides				
Printing	40,000	50,000	100,000	250,000
СРМ	\$28.21	\$24.94	\$22.60	\$21.46
Distribution	5,000	10,000	25,000	50,000
СРМ	\$35.00	\$32.73	\$30.39	\$28.05

More size/paper options available

Note Ads - 3x3", full color front, b/w back					
Print & Distribution	10,000	25,000	50,000	100,000	
СРМ	\$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