

2008 Automotive Rates #47

Retail Display Advertising and Preprint Rates

Advertisers pay the open rate for advertising space purchased without a contract. A contract qualifies Advertisers for discounted full-run and zoned rates. All expenditures apply toward fulfillment of the active revenue contract in force. Multiple insertion discounts do not apply to automotive advertising.

Our General Advertising Policy

A.) The newspaper will make every effort to accommodate advertising position requests. Higher priority is given to Advertisers committing to a 25% position premium.

B.) **The Spokesman-Review** reserves the right not to accept an Advertiser's order. Only publication of an advertisement shall constitute final acceptance.

C.) Reimbursement is available for the space occupied by an error if the newspaper is solely responsible for the mistake. The Publisher is not liable for consequential damages arising from errors or omissions of an advertisement.

D.) The Advertiser agrees to protect and indemnify **The Spokesman-Review** and to hold it harmless from all liability, loss or expense, including reasonable attorney's fees, arising from the insertion or publication of the Advertiser's advertisements or preprints. This includes, but is not limited to, claims of alleged libel, unfair competition or trade practice, infringement of trademarks, trade names or patents, violation of rights of privacy and infringement of copyrights or other proprietary rights.

E.) Advertising created to resemble a news story requires the word "Advertisement" at the top. Type fonts identical to those used by **The Spokesman-Review** Editorial department are not permitted in such advertising.

Agency Discount

A discount, in lieu of commissions, is offered to eligible local advertising agencies. Call Craig Heasley at 459-5013 for details.

2008 One-Year Automotive ROP Rates

Contract Level	Daily ROP	Wed ROP	Sat ROP	Sun ROP
\$1,000	\$54.96	\$68.50	\$63.61	\$70.74
\$2,500	\$53.93	\$67.21	\$62.41	\$69.42
\$5,000	\$51.99	\$64.80	\$60.16	\$66.92
\$10,000	\$49.19	\$61.32	\$56.92	\$63.30
\$20,000	\$46.14	\$57.50	\$53.40	\$59.40
\$25,000	\$45.46	\$56.66	\$52.60	\$58.50
\$50,000	\$39.29	\$48.96	\$45.47	\$50.55
\$75,000	\$38.38	\$47.84	\$44.41	\$49.41
\$100,000	\$37.59	\$46.85	\$43.50	\$48.38
\$150,000	\$36.49	\$45.49	\$42.24	\$46.97
\$200,000	\$35.40	\$44.11	\$40.96	\$45.56
\$250,000	\$34.33	\$42.80	\$39.74	\$44.20
\$300,000	\$33.28	\$41.48	\$38.52	\$42.84
\$350,000	\$32.22	\$40.17	\$37.30	\$41.48
\$400,000	\$30.69	\$38.25	\$35.51	\$39.49
\$500,000	\$27.53	\$34.30	\$31.86	\$35.43

Zoned Product Information

Multiple-Zone Discount: When an advertisement is run in more than one zone, a 15% discount from the individual zone rate applies.

Idaho Edition

Standard pages published daily in the Idaho Edition cover north Idaho.

Circulation	
Monday-Friday	15,810
Wednesday	17,851
Saturday	17,906
Sunday	21,538
Handle Extra	10,097

Source: S-R Prima Circulation Numbers, July 20-26, 2007

Zoned ROP Rates

	North Voice	South Voice	Valley Voice (Thur)	Valley Voice (Sat)	North Idaho Daily	North Idaho Wed.	North Idaho Saturday	North Idaho Sunday
1-Year Contract	\$17.61	\$12.73	\$11.66	\$14.46	\$13.38	\$15.55	\$19.33	\$19.33
2-Year Contract	\$17.45	\$12.60	\$11.54	\$14.32	\$13.24	\$15.40	\$15.44	\$19.13

2008 Two-Year Automotive ROP Rates

Contract Level	Daily ROP	Wed ROP	Sat ROP	Sun ROP
\$50,000	\$38.29	\$47.73	\$44.32	\$49.28
\$75,000	\$37.39	\$46.61	\$43.28	\$48.14
\$100,000	\$36.61	\$45.64	\$42.38	\$47.13
\$150,000	\$35.51	\$44.27	\$41.10	\$45.72
\$200,000	\$34.44	\$42.91	\$39.84	\$44.32
\$250,000	\$33.37	\$41.58	\$38.62	\$42.96
\$300,000	\$32.31	\$40.28	\$37.39	\$41.60
\$350,000	\$31.26	\$38.96	\$36.19	\$40.24
\$400,000	\$29.72	\$37.05	\$34.40	\$38.26

The Voice Zoned Sections

These Voice zoned sections are published in Spokane County each Thursday. The Valley Voice and Handle Extra (Kootenai County) are published each Saturday. All Voice sections are published in tabloid format with the exception of Saturday Valley Voice published in standard format.

	Circulation
The North Side Voice	26,577
The Valley Voice	17,603
The Saturday Valley Voice	24,137
The South Side Voice	20,470
All Voice Zones	64,650

Source: S-R Prima Circulation Numbers, July 20-26, 2007



2008 Automotive Preprints Rates #47

The Spokesman-Review
SpokesmanReview.com
Spokane, Washington/Coeur d'Alene, Idaho

Preprint Insertion Rates

Preprint rates for the newspaper and its TMC product are based on cost-per-thousand (cpm). All dollar expenditures apply toward fulfillment of an existing Dollar Volume contract. **See enclosed insert for contract rates.**

To determine cpm rates for preprints that exceed the 40-tabloid page count, calculate the number of pages over 40 and multiply this number by 50 cents, then add the result to the appropriate 40-tabloid rate.

Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11"). All other preprinted inserts (except envelopes) are billed at tabloid-page equivalents by measuring the square inches per page, as follows:

Square Inches Per Page... Equivalent Tabloid Pages
Up to 45 Divide total pages by 4
46 - 89 Divide total pages by 2
90 - 160 Use actual page count
161+ Multiply total pages by 2

Minimum size for an insert is 4" x 6". Maximum folded delivery size must be no larger than 11-3/8" x 12-1/2". Irregular, novelty or product sample must have prior written approval from the Publisher before acceptance and delivery. Additional preprint mailing beyond the area covered by regular non-subscriber distribution is available.

Preprint Shipping Instructions

Truck delivery should be made directly to the receiving dock of the newspaper plant at 50 N. Madison Street, Spokane, WA

99201. Receiving service is available from 8 a.m. to 10 p.m., Monday through Saturday; not on Sundays or holidays.

Telephone: Regular Hours: (509) 459-5005
After Hours: (509) 459-5002 (Guard Station)

Preprint reservations are due on Tuesday at 5 p.m. prior to insertion for the following week (Monday-Sunday). Final deadline for receipt of inserts at the facility is Thursday, one week prior to mid-week insertion and Friday, nine days prior to Sunday insertion. Thanksgiving Day deadline is Wednesday, two weeks prior to insertion. A late charge may be assessed for late arrival of inserts.

Pre-Print Insertion Cost-Per-Thousand Rates

Tab Page Size	Open	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000	\$25,000	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000	\$500,000
Single Sheet/02	\$46.67	\$46.36	\$45.75	\$45.15	\$43.63	\$42.93	\$42.46	\$41.99	\$41.47	\$39.35	\$38.30	\$37.25	\$36.20	\$35.15	\$34.10	\$33.05	\$31.48
04	\$52.25	\$51.91	\$51.23	\$50.56	\$48.87	\$48.07	\$47.55	\$47.02	\$46.51	\$44.10	\$43.05	\$42.00	\$40.95	\$39.90	\$38.85	\$37.80	\$36.22
06	\$55.65	\$55.29	\$54.56	\$53.85	\$52.04	\$51.19	\$50.64	\$50.09	\$49.58	\$47.46	\$46.41	\$45.36	\$44.31	\$43.26	\$42.21	\$41.16	\$39.58
08	\$59.00	\$58.61	\$57.83	\$57.07	\$55.15	\$54.27	\$53.68	\$53.10	\$52.59	\$50.83	\$49.78	\$48.73	\$47.67	\$46.62	\$45.57	\$44.52	\$42.95
10	\$62.24	\$61.83	\$61.02	\$60.21	\$58.19	\$57.25	\$56.63	\$56.01	\$55.40	\$54.19	\$53.14	\$52.09	\$51.04	\$49.99	\$48.94	\$47.88	\$46.31
12	\$65.66	\$65.23	\$64.38	\$63.53	\$61.39	\$60.39	\$59.75	\$59.09	\$58.48	\$57.56	\$56.51	\$55.46	\$54.41	\$53.36	\$52.31	\$51.26	\$49.67
14	\$66.97	\$66.53	\$65.67	\$64.80	\$62.62	\$61.62	\$60.98	\$60.27	\$59.66	\$57.97	\$56.92	\$55.87	\$54.81	\$53.76	\$52.71	\$51.66	\$50.09
16	\$68.31	\$67.86	\$66.98	\$66.10	\$63.88	\$62.85	\$62.17	\$61.48	\$60.86	\$58.56	\$57.50	\$56.44	\$55.38	\$54.32	\$53.25	\$52.18	\$50.59
18	\$69.69	\$69.24	\$68.32	\$67.41	\$65.15	\$64.10	\$63.41	\$62.72	\$62.11	\$60.29	\$59.24	\$58.18	\$57.13	\$56.08	\$55.03	\$53.98	\$52.41
20	\$71.06	\$70.60	\$69.69	\$68.75	\$66.45	\$65.38	\$64.67	\$63.96	\$63.35	\$62.60	\$61.55	\$60.50	\$59.45	\$58.40	\$57.34	\$56.29	\$54.71
20	\$71.06	\$70.60	\$69.69	\$68.75	\$66.45	\$65.38	\$64.67	\$63.96	\$63.35	\$62.60	\$61.55	\$60.50	\$59.45	\$58.40	\$57.34	\$56.29	\$54.71
22	\$73.20	\$72.72	\$71.78	\$70.82	\$68.44	\$67.34	\$66.61	\$65.89	\$65.38	\$64.91	\$63.86	\$62.81	\$61.76	\$60.71	\$59.66	\$58.61	\$57.03
24	\$75.39	\$74.90	\$73.93	\$72.94	\$70.49	\$69.36	\$68.62	\$67.85	\$67.24	\$67.22	\$66.17	\$65.12	\$64.07	\$63.02	\$61.97	\$60.91	\$59.34
26	\$77.66	\$77.16	\$76.14	\$75.13	\$72.61	\$71.44	\$70.64	\$70.18	\$69.62	\$69.52	\$68.47	\$67.42	\$66.37	\$65.32	\$64.27	\$63.22	\$61.65
28	\$79.99	\$79.47	\$78.44	\$77.39	\$74.79	\$73.59	\$72.80	\$72.42	\$72.11	\$71.85	\$70.80	\$69.75	\$68.70	\$67.65	\$66.60	\$65.55	\$63.96
30	\$82.40	\$81.87	\$80.78	\$79.72	\$77.03	\$75.80	\$74.98	\$74.52	\$74.32	\$74.15	\$73.10	\$72.05	\$71.00	\$69.95	\$68.90	\$67.85	\$66.27
32	\$84.86	\$84.31	\$83.21	\$82.10	\$79.36	\$78.07	\$77.23	\$76.78	\$76.57	\$76.47	\$75.42	\$74.37	\$73.32	\$72.27	\$71.22	\$70.17	\$68.60
34	\$87.40	\$86.84	\$85.70	\$84.57	\$81.71	\$80.41	\$79.53	\$79.17	\$78.97	\$78.77	\$77.72	\$76.67	\$75.62	\$74.57	\$73.52	\$72.47	\$70.90
36	\$90.03	\$89.44	\$88.27	\$87.10	\$84.17	\$82.82	\$81.93	\$81.57	\$81.37	\$81.09	\$80.04	\$78.99	\$77.94	\$76.89	\$75.84	\$74.79	\$73.21
38	\$92.73	\$92.12	\$90.91	\$89.71	\$86.70	\$85.30	\$84.37	\$84.02	\$83.81	\$83.41	\$82.35	\$81.30	\$80.25	\$79.20	\$78.15	\$77.10	\$75.52
40-64	\$95.50	\$94.89	\$93.65	\$92.40	\$89.30	\$87.87	\$86.91	\$86.56	\$86.15	\$85.71	\$84.66	\$83.61	\$82.56	\$81.51	\$80.46	\$79.41	\$77.84