

# 2008 Classified Automotive Rate Sheet #47

## Automotive Contract Agreements

### AUTOMOTIVE RATES

The unit rates *The Spokesman-Review* uses to determine the charges for advertising purchased by Automotive Advertising Customers are based on dollar volume contract size and whether space was purchased as an in-column line and/or column-inch format.

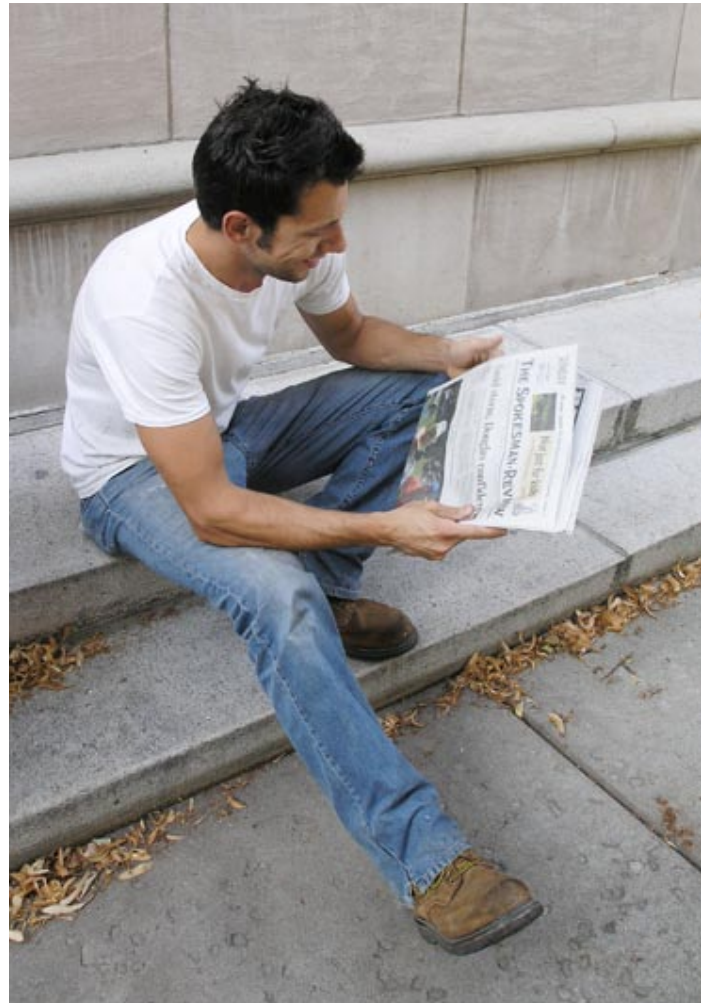
### CONTRACT AGREEMENT

- **Dollar Volume Contract** – *The Spokesman-Review* offers either a 12- or a 24-month contract agreement. Twelve-month contracts range from a minimum commitment of \$1,000 up to \$500,000 per year. Twenty-four month contracts range from a minimum commitment of \$50,000 per year up to \$500,000 per year, for a two-year period. The two-year contract provides the Advertising Customer with rates guaranteed for two-years. The one-year and two-year contract agreements are subject to our General Advertising Policy conditions as outlined in Classified Rate Card #47.

- **Contract Fulfillment** – If the Automotive Customer's net advertising dollar expenditure exceeds the amount that they contracted for, they may earn a lower rate. The lower earned rate will be limited to two levels higher on the revenue contract. Some pricing programs are excluded from rebate calculations. In the event that the Advertising Customer does not fulfill their net expenditure minimum, all contract period transactions during the contract period will be re-priced at the rate of the dollar volume level achieved.

- **ADVERTISING RATES** – *The Spokesman-Review* uses one of two measurements of advertising units when determining the cost of space purchased and published within the classified pages by the Classified Automotive Advertising Contract Customer. The first measurement unit is based on in-column lines of advertising. The second measurement unit is based on Illustrated Classified Display (ICD) and the measurement unit is 1-column-inch of advertising. A Classified page is 10 columns wide (11.623 inches) by 21-1/2 inches deep. Each column measures 1.121 inches wide by 21-1/2 inches deep. There are a total of 1,935 lines or 215 column inches (ICD units) to a full classified page.

- **In-Column Line (Liner)** – One line of In-Column Classified Advertising in 8-point type consists of approximately 22 characters of type. Each letter within the line consumes one to two characters and each space between letters represents one character of type. The minimum number of lines per ad is three. Each line will be charged at a unit price based on the type of contract agreement the Advertising Customer has with *The Spokesman-Review*. Custom borders, bold and reverse typefaces are available for an additional charge.



- **Column Inch (ICD)** – One column inch of Classified Advertising represents a unit of advertising that is 1.121 inches wide by 1 inch deep. The column inch (ICD) ad format can contain several graphics, different typefaces and can be multiple columns in width. ICD ads are constructed in a minimum size of four-column-inches (i.e., 1 column x 4 inches or 2 columns x 2 inches). The depth of an ICD advertisement can be increased in 1/4-inch increments up to 21-1/2 inches. They are priced by the column inch (number of columns x inch depth). **Each column inch will be charged at a unit price based on the contract agreement.**

# Non-Classified Advertising Space Purchases

## ROP (Run of Paper)

This term denotes advertising that appears within the regular pages of the newspaper that contain editorial material (as opposed to Classifieds and inserts).

• **Dollar Volume Contract** – Dollar Volume Contract Holders have ROP (Run of Paper) advertising rates built into their agreement.

See enclosed sheet for rates.

## NICHE MARKETING PUBLICATIONS

Apartment Finder allows you to target your advertising directly to potential renters. Mature Living Choices allows you to target your advertising directly to the 55+ demographic. Apartment Finder and Mature Living Choices are both free publications that are distributed at over 500 strategic locations throughout our market area. Please call 459-5095 for current rates, details and deadlines.

## ONLINE ADVERTISING

**Spokesmanreview.com** is the #1 news and information website in the Inland Northwest, receiving, on average, over 3 million pageviews and 450,000 unique visitors each month. Our online readers are young, educated, affluent and often make purchases online. We have a variety of programs to help local and national advertisers reach this attractive audience.

**Banner ads** – Banner advertising can be used to build your company's brand, promote a special event or, sell products. Our knowledgeable online account executives can help you build an online ad campaign that will complement and enhance your traditional marketing efforts. We can also track and evaluate your online campaigns to help you spend your ad dollars wisely. Contact your Account Executive for details.

**Run of Site Ad Rates** – See ratecard

**Online Video Program (Big Ad Size Only)** – See ratecard

## Home page ad program

**S-R.com** offers an exclusive ad spot on the home page sold on a per-day, flat fee basis. For \$150 per day your ad will receive between 10,000 – 20,000 pageviews. It's like having an ad on the front page of the newspaper!

Customer service Monday, December 3, 2007  
Jobs | Cars | Homes  
Place classified ad  
Search classifieds  
Search print ads  
Subscribe

Get email alerts  
Report problem  
Submit a news tip

News  
Local/Regional  
Idaho  
Business  
Nation/World  
Voices

SPOKESMANREVIEW.COM  
Current weather: 22° F light snow/fog sponsored by ASPEN SOUND

Human smuggling spiking in region  
Updated at 5:04 p.m. | The smuggling of humans across the U.S. border near Danville, northwest of Spokane, is spiking, federal authorities said Monday. In the last two months, Border Patrol agents grabbed 11 illegal aliens, more than the total for the previous fiscal year.

Lawyer wanted for assault surrenders  
Updated at 5:00 p.m. | A Spokane attorney wanted over the weekend on a warrant for failure to show up in court in face charges for assault.

Click Here To See Our Holiday Guide

## Blog Advertising

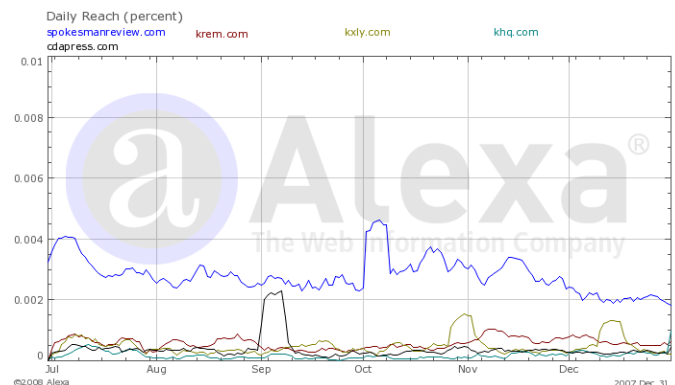
**S-R.com** offers targeted advertising opportunities on over 35 blogs. These ad spots are sold on monthly, flat-rated programs and can provide true niche marketing solutions. Prices range from as low as \$100 per month up to \$500 per month and typically produce higher Click-Through Rates.



## Classified vertical pages

**Spokesmanreview.com's** classified verticals (spokesmanjobs.com, spokesmanauto.com and spokesmanhomes.com) offer fantastic advertising opportunities in the space surrounding the online listings and additional content that goes along with each category. Ad packages on these pages start as low as \$50 per month.

## Comparing Spokesmanreview.com to the local competition



Source: 2008 Alexa.com

## PREPRINTS

Automotive contract holders are eligible for the preprint insertion cost-per thousand (cpm) rates below that correspond with their yearly commitment amount. For preprints over 64-tabloid pages, add \$0.50 for every tab page over 64 to the applicable 64-tabloid page cpm. See enclosed sheet for rates.

## PINCH

Each Wednesday, advertisers have the opportunity to reach non-subscriber households in Spokane County by advertising in our Total Market Coverage product called Pinch. This section has broad market appeal because it delivers grocery ads and inserts, great recipes, food reviews, exciting entertainment and even Classified ads to approximately 70,000 homes. As an Automotive Advertiser, you can reach these households by picking up your subscriber ad, in **Pinch** at a highly discounted price.

# Dollar Volume Plan

Add the following applicable charge to the appropriate black and white rate for daily, Saturday or Sunday advertisements. Color rates correspond with the calendar year, not the advertising contract period. Color charges apply to contract fulfillment.

## CLASSIFIED AUTOMOTIVE RATES – ONE YEAR

Contract Level	Daily Liner	Sat/Sun Liner	Daily ICD	Sat/Sun ICD
Open Rate	\$4.07	\$4.07	\$56.89	\$56.89
\$1,000	\$2.16	\$2.53	\$29.67	\$34.81
\$2,500	\$2.15	\$2.52	\$29.52	\$34.63
\$5,000	\$2.12	\$2.49	\$29.05	\$34.09
\$10,000	\$2.06	\$2.42	\$28.27	\$33.19
\$20,000	\$2.00	\$2.33	\$27.35	\$32.11
\$25,000	\$1.95	\$2.27	\$26.57	\$31.20
\$50,000	\$1.87	\$2.18	\$25.49	\$29.92
\$75,000	\$1.78	\$2.10	\$24.41	\$28.67
\$100,000	\$1.61	\$1.89	\$21.94	\$25.77
\$150,000	\$1.49	\$1.74	\$20.24	\$23.78
\$200,000	\$1.38	\$1.61	\$18.70	\$21.98
\$250,000	\$1.33	\$1.55	\$17.93	\$21.08
\$300,000	\$1.26	\$1.47	\$17.00	\$19.19
\$350,000	\$1.20	\$1.41	\$16.23	\$19.11
\$400,000	\$1.14	\$1.35	\$15.45	\$18.19
\$450,000	\$1.09	\$1.28	\$14.68	\$17.29
\$500,000	\$1.03	\$1.20	\$13.75	\$16.20

## CLASSIFIED AUTOMOTIVE RATES – TWO YEAR

Contract Level	Daily Liner	Sat/Sun Liner	Daily ICD	Sat/Sun ICD
\$50,000	\$1.68	\$2.00	\$22.87	\$27.30
\$75,000	\$1.60	\$1.91	\$21.79	\$26.04
\$100,000	\$1.43	\$1.70	\$19.31	\$23.15
\$150,000	\$1.30	\$1.56	\$17.61	\$21.16
\$200,000	\$1.19	\$1.43	\$16.06	\$19.35
\$250,000	\$1.13	\$1.36	\$15.29	\$18.46
\$300,000	\$1.07	\$1.28	\$14.37	\$17.36
\$350,000	\$1.02	\$1.22	\$13.60	\$16.46
\$400,000	\$0.96	\$1.15	\$12.82	\$15.55
\$450,000	\$0.91	\$1.09	\$12.06	\$14.66
\$500,000	\$0.84	\$1.02	\$11.12	\$13.57



## CLASSIFIED COLOR RATES AND DATA

Add the following applicable charge to the appropriate black and white rate for daily, Saturday or Sunday advertisements. Color rates correspond with the calendar year, not the advertising contract period. Color charges apply to contract fulfillment.

1 color, 4" to 68"	1 color, 68" to Full Page	2 colors, 4" to Full Page	3 color, 4" to Full Page
\$426	\$585	\$738	\$932

## CLASSIFIED ADVERTISING DEADLINE SCHEDULE

Publication	Reservations/ Cancellations Size Changes	One-Proof Service	No-Proof* Service	Liner Ads
Monday	Fri. 2 p.m.	Thurs. Noon	Fri. Noon	Fri. 1 p.m.
Tuesday	Mon. 10 a.m.	Fri. Noon	Mon. Noon	Mon 3 p.m.
Wednesday	Tues. 10 a.m.	Mon. Noon	Tues. Noon	Tues 3 p.m.
Thursday	Wed. 10 a.m.	Tues. Noon	Wed. Noon	Wed. 3 p.m.
Friday	Thurs. 10 a.m.	Wed. Noon	Thurs. Noon	Thurs. 3 p.m.
Saturday	Thurs. 2 p.m.	Thurs. Noon	Fri. 11 a.m.	Fri. 1 p.m.**
Sunday	Fri. 10 a.m.	Wed. Noon	Fri. Noon	Fri. 1 p.m.

\*Ads must be received in-house at the designated time.

\*\* The Saturday automotive section goes to press at 4:00 p.m. on Friday afternoons. Any ads that we receive after these deadlines risk not being published.

No credit will be given to ads not published.

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## In print or online, newspapers are the automotive information source nearly 96% of all car buyers rely on.

- Understanding how consumers decide and what media they use in the process is key to building an effective advertising strategy.
- New and used vehicle buyers take anywhere from six to eight months to make up their mind. Different media play different educational and motivational roles over the course of this decision-making process.
- In the last phase of this purchase cycle, beginning about two weeks before the purchase decision, typical new and used vehicle buyers spend most of their time scouring newspaper ads to find the best deal, and who has it.

### Did you know?

- **Spokesman-Review** readers will spend more than \$1 billion dollars in the next twelve months on Cars, Truck, Van's or SUV's. (Scarborough)
- In an average week, over 1,700 of our print and online readers are in the market to purchase a new or used vehicle. (Scarborough)
- Within **The Spokesman-Review's** 14 county circulation area, more than 208,000 adults read our Saturday Automotive section either regularly or sometimes. (Belden)
- Newspaper is, by far, the most preferred source for advertising information by adults within our 14 county circulation area. (Belden)

Source preferred for advertising information

