

# 2008 Local General Rate Sheet #47

## (ROP) Full-Run Products

Contract Level	Daily	Wednesday	Saturday	Sunday	Food Full Run	Food Spokane County
\$1,000	\$71.46	\$89.07	\$82.70	\$91.97	\$99.88	\$78.39
\$2,500	\$70.85	\$88.32	\$82.00	\$91.20	\$99.04	\$77.73
\$5,000	\$69.05	\$86.06	\$79.91	\$88.88	\$96.51	\$75.75
\$10,000	\$66.04	\$82.30	\$76.43	\$85.01	\$92.30	\$72.44
\$20,000	\$62.64	\$78.06	\$72.48	\$80.61	\$87.53	\$68.70
\$25,000	\$62.39	\$77.76	\$72.20	\$80.30	\$87.20	\$68.44
\$50,000	\$61.44	\$76.56	\$71.08	\$79.06	\$85.84	\$67.37
\$75,000	\$60.78	\$75.75	\$70.35	\$78.24	\$84.95	\$66.68

## Idaho

Contract Level	North Idaho Daily	North Idaho Wednesday	North Idaho Saturday	North Idaho Sunday
\$1,000	\$20.43	\$23.77	\$23.85	\$29.18
\$2,500	\$20.27	\$23.57	\$23.64	\$28.94
\$5,000	\$19.76	\$22.96	\$23.04	\$28.19
\$10,000	\$18.89	\$21.97	\$22.03	\$26.97
\$20,000	\$17.92	\$20.83	\$20.89	\$25.58
\$25,000	\$17.84	\$20.74	\$20.82	\$25.46
\$50,000	\$17.57	\$20.42	\$20.50	\$25.08
\$75,000	\$17.38	\$20.22	\$20.28	\$24.81

## Voice-Zoned Products

Contract Level	West Plains Voice	North Voice	South Voice	Valley Voice Saturday	Valley Voice Thursday	Handle Extra	Prairie Voice
\$1,000	\$7.45	\$28.16	\$16.90	\$23.33	\$19.03	\$16.49	\$7.45
\$2,500	\$7.40	\$27.92	\$16.76	\$23.15	\$18.89	\$16.36	\$7.40
\$5,000	\$7.21	\$27.25	\$16.35	\$22.60	\$18.46	\$15.98	\$7.21
\$10,000	\$6.92	\$26.11	\$15.69	\$21.66	\$17.70	\$15.33	\$6.92
\$20,000	\$6.58	\$24.82	\$14.93	\$20.61	\$16.85	\$14.58	\$6.58
\$25,000	\$6.56	\$24.73	\$14.88	\$20.54	\$16.79	\$14.54	\$6.56
\$50,000	\$6.46	\$24.37	\$14.65	\$20.24	\$16.55	\$14.33	\$6.46
\$75,000	\$6.41	\$24.13	\$14.53	\$20.05	\$16.39	\$14.19	\$6.41

## Voice Combo

Contract Level	North & South Voice	North & West Voice	Valley & South Voice	West & South Voice	Valley & Prairie Voice	All Voices Thursday
\$1,000	\$38.30	\$30.26	\$30.54	\$20.69	\$22.50	\$67.13
\$2,500	\$37.98	\$30.02	\$30.31	\$20.53	\$22.35	\$66.61
\$5,000	\$37.06	\$29.29	\$29.59	\$20.02	\$21.82	\$65.00
\$10,000	\$35.53	\$28.08	\$28.38	\$19.22	\$20.92	\$62.34
\$20,000	\$33.78	\$26.69	\$27.01	\$18.29	\$19.92	\$59.30
\$25,000	\$33.67	\$26.60	\$26.91	\$18.22	\$19.84	\$59.09
\$50,000	\$33.17	\$26.20	\$26.52	\$17.95	\$19.56	\$58.22
\$75,000	\$32.86	\$25.96	\$26.28	\$17.80	\$19.38	\$57.69





## Why Newspapers? They Add Value for Advertisers

- 51 percent of adults read a newspaper on an average weekday
- 58 percent of adults read a newspaper on an average Sunday
- 76 percent of adults have read a daily newspaper in the past five days
- 72 percent of adults have read a Sunday newspaper in the past month
- Customers for many products and services are also the heaviest newspaper readers
- Newspaper sections provide advertisers with unique targeting opportunities
- The newspaper is the most utilized advertising source for coupons
- The newspaper is read by the majority of car owners
- Newspapers are the primary source for consumers checking advertising

Source: 2007 NAA Planbook

## Pre-Print Insertion Cost-Per-Thousand Rates

Tab Page	Open	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000	\$25,000	\$50,000	\$75,000
Single Sheet/02	\$58.21	\$57.83	\$57.07	\$56.32	\$54.44	\$53.56	\$52.96	\$52.39	\$51.11
04	\$65.19	\$64.77	\$63.92	\$63.08	\$60.96	\$59.98	\$59.33	\$58.68	\$57.26
06	\$69.44	\$68.98	\$68.08	\$67.19	\$64.92	\$63.87	\$63.18	\$62.49	\$61.30
08	\$73.60	\$73.13	\$72.17	\$71.20	\$68.81	\$67.71	\$66.97	\$66.24	\$65.29
10	\$77.65	\$77.14	\$76.13	\$75.12	\$72.60	\$71.43	\$70.66	\$69.88	\$69.24
12	\$81.92	\$81.39	\$80.33	\$79.26	\$76.59	\$75.35	\$74.55	\$73.73	\$73.29
14	\$83.55	\$83.02	\$81.94	\$80.83	\$78.14	\$76.87	\$76.04	\$75.20	\$74.30
16	\$85.23	\$84.68	\$83.56	\$82.47	\$79.70	\$78.41	\$77.56	\$76.70	\$75.05
18	\$86.93	\$86.38	\$85.24	\$84.11	\$81.29	\$79.98	\$79.11	\$78.25	\$77.29
20	\$88.66	\$88.09	\$86.93	\$85.78	\$82.89	\$81.58	\$80.68	\$79.80	\$79.53
22	\$91.33	\$90.72	\$89.55	\$88.36	\$85.39	\$84.03	\$83.10	\$82.19	\$81.37
24	\$94.07	\$93.45	\$92.24	\$91.00	\$87.95	\$86.53	\$85.69	\$84.67	\$84.15
26	\$96.88	\$96.25	\$95.00	\$93.73	\$90.59	\$89.14	\$88.17	\$87.19	\$86.67
28	\$99.81	\$99.15	\$97.85	\$96.55	\$93.31	\$91.81	\$90.82	\$90.33	\$89.82
30	\$102.78	\$102.12	\$100.78	\$99.46	\$96.12	\$94.56	\$93.54	\$93.02	\$92.50
32	\$105.88	\$105.17	\$103.81	\$102.42	\$99.00	\$97.41	\$96.35	\$95.80	\$95.29
34	\$109.05	\$108.70	\$106.92	\$105.50	\$101.96	\$100.32	\$99.23	\$98.65	\$98.14
36	\$112.32	\$111.58	\$110.13	\$108.68	\$105.02	\$103.33	\$102.21	\$101.61	\$101.09
38	\$115.69	\$114.92	\$113.42	\$111.92	\$108.17	\$106.42	\$105.28	\$104.65	\$104.13
40-64	\$119.15	\$118.39	\$116.83	\$115.28	\$111.42	\$109.63	\$108.43	\$107.75	\$107.23