

2008 Local General Rate Sheet #47

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

(ROP) Full-Run Products

| Contract Level | Daily | Wednesday | Saturday | Sunday | Food Full-Run | Food Spokane County |
|----------------|---------|-----------|----------|---------|---------------|---------------------|
| \$100,000 | \$59.43 | \$74.06 | \$68.78 | \$76.50 | \$83.06 | \$65.19 |
| \$150,000 | \$59.23 | \$73.83 | \$68.55 | \$76.24 | \$82.79 | \$64.97 |
| \$200,000 | \$59.03 | \$73.57 | \$68.31 | \$75.98 | \$82.51 | \$64.75 |
| \$250,000 | \$58.87 | \$73.37 | \$68.13 | \$75.78 | \$82.28 | \$64.59 |
| \$300,000 | \$58.71 | \$73.19 | \$67.96 | \$75.57 | \$82.06 | \$64.40 |
| \$350,000 | \$58.56 | \$72.98 | \$67.76 | \$75.38 | \$81.84 | \$64.24 |
| \$400,000 | \$58.36 | \$72.74 | \$67.54 | \$75.11 | \$81.57 | \$64.01 |
| \$500,000 | \$57.75 | \$71.99 | \$66.86 | \$74.35 | \$80.73 | \$63.36 |
| \$750,000 | \$54.68 | \$68.14 | \$63.29 | \$70.37 | \$76.43 | \$59.98 |
| \$1,000,000 | \$51.04 | \$63.62 | \$59.07 | \$65.69 | \$71.33 | \$56.00 |

Voice-Zoned Products

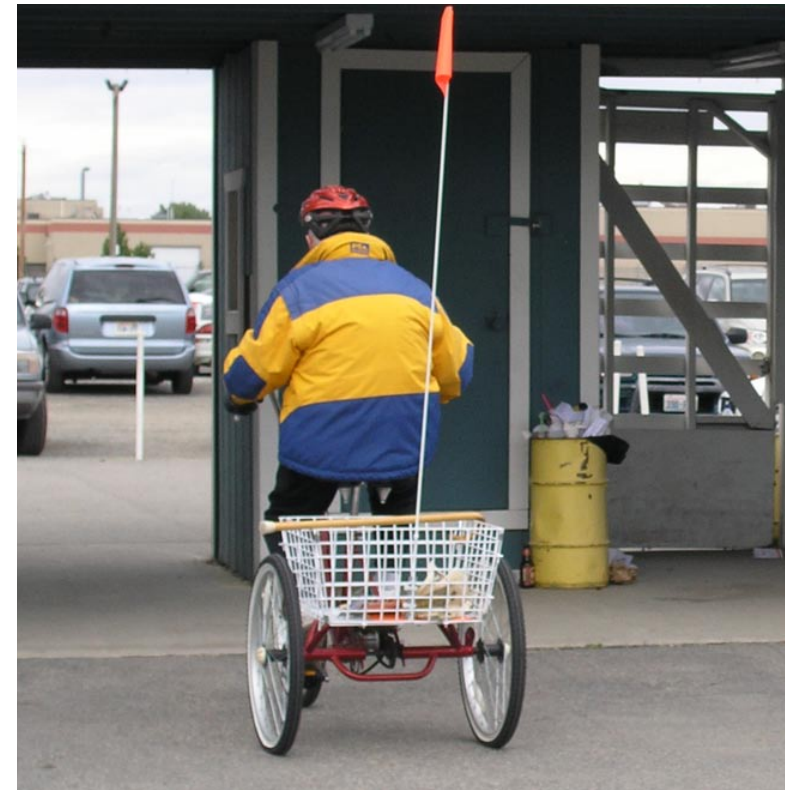
| Contract Level | West Plains | North Voice | South Voice | Valley Voice Saturday | Valley Voice Thursday | Handle Extra | Prairie Voice |
|----------------|-------------|-------------|-------------|-----------------------|-----------------------|--------------|---------------|
| \$100,000 | \$6.26 | \$23.63 | \$14.20 | \$19.62 | \$16.04 | \$13.89 | \$6.26 |
| \$150,000 | \$6.25 | \$23.53 | \$14.17 | \$19.58 | \$15.99 | \$13.84 | \$6.25 |
| \$200,000 | \$6.22 | \$23.47 | \$14.12 | \$19.50 | \$15.95 | \$13.81 | \$6.22 |
| \$250,000 | \$6.21 | \$23.41 | \$14.09 | \$19.44 | \$15.91 | \$13.78 | \$6.21 |
| \$300,000 | \$6.20 | \$23.36 | \$14.05 | \$19.40 | \$15.88 | \$13.74 | \$6.20 |
| \$350,000 | \$6.19 | \$23.31 | \$14.03 | \$19.33 | \$15.83 | \$13.71 | \$6.19 |
| \$400,000 | \$6.16 | \$23.21 | \$13.98 | \$19.28 | \$15.79 | \$13.67 | \$6.16 |
| \$500,000 | \$6.11 | \$23.01 | \$13.84 | \$19.11 | \$15.64 | \$13.54 | \$6.11 |

Voice Combo

| Contract Level | North & South Voice | North & West Voice | Valley & South Voice | West & South Voice | Valley & Prairie Voice | All Voices Thursday |
|----------------|---------------------|--------------------|----------------------|--------------------|------------------------|---------------------|
| \$100,000 | \$32.16 | \$25.41 | \$25.71 | \$17.40 | \$18.95 | \$56.44 |
| \$150,000 | \$32.04 | \$25.31 | \$25.63 | \$17.35 | \$18.90 | \$56.26 |
| \$200,000 | \$31.95 | \$25.24 | \$25.56 | \$17.29 | \$18.85 | \$56.09 |
| \$250,000 | \$31.87 | \$25.18 | \$25.50 | \$17.26 | \$18.80 | \$55.96 |
| \$300,000 | \$31.80 | \$25.12 | \$25.44 | \$17.21 | \$18.76 | \$55.83 |
| \$350,000 | \$31.74 | \$25.07 | \$25.38 | \$17.18 | \$18.71 | \$55.70 |
| \$400,000 | \$31.61 | \$24.96 | \$25.30 | \$17.12 | \$18.66 | \$55.50 |
| \$500,000 | \$31.32 | \$24.75 | \$25.06 | \$16.96 | \$18.49 | \$55.00 |

Idaho

| Contract Level | North Idaho Daily | North Idaho Wednesday | North Idaho Saturday | North Idaho Sunday |
|----------------|-------------------|-----------------------|----------------------|--------------------|
| \$100,000 | \$17.00 | \$19.76 | \$19.82 | \$24.26 |
| \$150,000 | \$16.95 | \$19.70 | \$19.75 | \$24.18 |
| \$200,000 | \$16.89 | \$19.64 | \$19.69 | \$24.11 |
| \$250,000 | \$16.83 | \$19.57 | \$19.65 | \$24.05 |
| \$300,000 | \$16.79 | \$19.52 | \$19.59 | \$23.96 |
| \$350,000 | \$16.75 | \$19.47 | \$19.53 | \$23.90 |
| \$400,000 | \$16.70 | \$19.41 | \$19.47 | \$23.83 |
| \$500,000 | \$16.52 | \$19.20 | \$19.27 | \$23.59 |
| \$750,000 | \$15.64 | \$18.18 | \$18.24 | \$22.32 |
| \$1,000,000 | \$14.60 | \$16.98 | \$17.03 | \$20.84 |





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 | \$100,000 | \$150,000 | \$200,000 | \$250,000 | \$300,000 | \$350,000 | \$400,000 | \$500,000 | \$750,000 | \$1,000,000 |
|----------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| SingleSheet/02 | \$58.21 | \$49.10 | \$47.79 | \$46.49 | \$45.17 | \$43.87 | \$42.54 | \$41.24 | \$39.27 | \$37.31 | \$36.00 |
| 04 | \$65.19 | \$55.03 | \$53.71 | \$52.42 | \$51.09 | \$49.79 | \$48.47 | \$47.16 | \$45.20 | \$43.23 | \$41.92 |
| 06 | \$69.44 | \$59.24 | \$57.91 | \$56.61 | \$55.29 | \$53.98 | \$52.66 | \$51.37 | \$49.39 | \$47.43 | \$46.11 |
| 08 | \$73.60 | \$63.42 | \$62.11 | \$60.80 | \$59.48 | \$58.18 | \$56.87 | \$55.56 | \$53.59 | \$51.61 | \$50.32 |
| 10 | \$77.65 | \$67.62 | \$66.31 | \$64.99 | \$63.68 | \$62.37 | \$61.06 | \$59.76 | \$57.78 | \$55.82 | \$54.51 |
| 12 | \$81.92 | \$71.81 | \$70.50 | \$69.20 | \$67.88 | \$66.57 | \$65.26 | \$63.94 | \$61.99 | \$60.01 | \$58.71 |
| 14 | \$83.55 | \$72.34 | \$71.03 | \$69.72 | \$68.40 | \$67.09 | \$65.79 | \$64.47 | \$62.51 | \$60.53 | \$59.24 |
| 16 | \$85.23 | \$73.06 | \$71.74 | \$70.41 | \$69.09 | \$67.76 | \$66.44 | \$65.12 | \$63.13 | \$61.14 | \$59.82 |
| 18 | \$86.93 | \$75.22 | \$73.91 | \$72.60 | \$71.29 | \$69.98 | \$68.67 | \$67.35 | \$65.38 | \$63.42 | \$62.11 |
| 20 | \$88.66 | \$78.12 | \$76.79 | \$75.49 | \$74.17 | \$72.86 | \$71.55 | \$70.25 | \$68.27 | \$66.31 | \$64.99 |
| 22 | \$91.33 | \$80.99 | \$79.69 | \$78.36 | \$77.06 | \$75.75 | \$74.44 | \$73.12 | \$71.15 | \$69.20 | \$67.88 |
| 24 | \$94.07 | \$83.88 | \$82.56 | \$81.26 | \$79.94 | \$78.65 | \$77.31 | \$76.01 | \$74.04 | \$72.08 | \$70.77 |
| 26 | \$96.88 | \$86.76 | \$85.45 | \$84.14 | \$82.83 | \$81.51 | \$80.22 | \$78.89 | \$76.93 | \$74.96 | \$73.65 |
| 28 | \$99.81 | \$89.64 | \$88.33 | \$87.02 | \$85.71 | \$84.41 | \$83.09 | \$81.78 | \$79.81 | \$77.84 | \$76.54 |
| 30 | \$102.78 | \$92.54 | \$91.22 | \$89.91 | \$88.60 | \$87.28 | \$85.97 | \$84.67 | \$82.69 | \$80.73 | \$79.41 |
| 32 | \$105.88 | \$95.42 | \$94.10 | \$92.79 | \$91.48 | \$90.17 | \$88.86 | \$87.55 | \$85.58 | \$83.62 | \$82.31 |
| 34 | \$109.05 | \$98.29 | \$97.00 | \$95.68 | \$94.37 | \$93.06 | \$91.74 | \$90.43 | \$88.46 | \$86.50 | \$85.18 |
| 36 | \$112.32 | \$101.19 | \$99.87 | \$98.57 | \$97.25 | \$95.94 | \$94.63 | \$93.32 | \$91.36 | \$89.38 | \$88.08 |
| 38 | \$115.69 | \$104.06 | \$102.76 | \$101.44 | \$100.14 | \$98.82 | \$97.52 | \$96.20 | \$94.23 | \$92.27 | \$90.96 |
| 40-64 | \$119.15 | \$106.97 | \$105.64 | \$104.34 | \$103.02 | \$101.71 | \$100.39 | \$99.09 | \$97.12 | \$95.15 | \$93.84 |