

2008 Retail Rate Sheet #47

(ROP) Full-Run Products

Contract Level	Daily	Wednesday	Saturday	Sunday	Food Full-Run	Food Spokane County
\$1,000	\$57.28	\$71.40	\$66.29	\$73.73	\$80.05	\$62.84
\$2,500	\$56.80	\$70.78	\$65.73	\$73.11	\$79.39	\$62.31
\$5,000	\$55.36	\$68.99	\$64.05	\$71.25	\$77.36	\$60.72
\$10,000	\$52.94	\$65.99	\$61.26	\$68.13	\$73.99	\$58.06
\$20,000	\$50.20	\$62.57	\$58.11	\$64.62	\$70.17	\$55.07
\$25,000	\$50.00	\$62.33	\$57.87	\$64.37	\$69.89	\$54.86
\$50,000	\$49.24	\$61.37	\$56.98	\$63.37	\$68.81	\$54.02
\$75,000	\$48.72	\$60.72	\$56.38	\$62.72	\$68.10	\$53.45

Voice-Zoned Products

Contract Level	West Plains	North Voice	South Voice	Prairie Voice	Handle Extra	Valley Voice Thursday	Valley Voice Saturday
\$1,000	\$5.97	\$22.58	\$13.55	\$5.97	\$13.22	\$15.26	\$18.71
\$2,500	\$5.93	\$22.39	\$13.44	\$5.93	\$13.12	\$15.15	\$18.56
\$5,000	\$5.78	\$21.85	\$13.11	\$5.78	\$12.81	\$14.80	\$18.12
\$10,000	\$5.55	\$20.94	\$12.58	\$5.55	\$12.29	\$14.19	\$17.37
\$20,000	\$5.28	\$19.90	\$11.97	\$5.28	\$11.69	\$13.51	\$16.53
\$25,000	\$5.26	\$19.83	\$11.93	\$5.26	\$11.66	\$13.46	\$16.47
\$50,000	\$5.18	\$19.54	\$11.75	\$5.18	\$11.49	\$13.27	\$16.23
\$75,000	\$5.14	\$19.35	\$11.65	\$5.14	\$11.38	\$13.14	\$16.08

Voice Combo

Contract Level	North & South Voice	North & West Voice	Valley & South Voice	West & South Voice	West & Prairie Voice	All Voices Thursday
\$1000	\$30.71	\$24.27	\$24.49	\$16.59	\$18.05	\$53.83
\$2,500	\$30.46	\$24.07	\$24.30	\$16.46	\$17.92	\$53.41
\$5,000	\$29.72	\$23.49	\$23.72	\$16.06	\$17.49	\$52.12
\$10,000	\$28.49	\$22.52	\$22.75	\$15.41	\$16.78	\$49.99
\$20,000	\$27.09	\$21.40	\$21.66	\$14.66	\$15.97	\$47.55
\$25,000	\$27.00	\$21.33	\$21.58	\$14.61	\$15.91	\$47.38
\$50,000	\$26.60	\$21.01	\$21.27	\$14.39	\$15.68	\$46.68
\$75,000	\$26.35	\$20.82	\$21.07	\$14.27	\$15.54	\$46.26

Idaho

Contract Level	North Idaho Daily	North Idaho Wednesday	North Idaho Saturday	North Idaho Sunday
\$1,000	\$16.38	\$19.05	\$19.11	\$23.68
\$2,500	\$16.25	\$18.88	\$18.94	\$23.47
\$5,000	\$15.84	\$18.40	\$18.47	\$22.88
\$10,000	\$15.14	\$17.60	\$17.66	\$21.88
\$20,000	\$14.36	\$16.70	\$16.75	\$20.75
\$25,000	\$14.30	\$16.64	\$16.69	\$20.68
\$50,000	\$14.10	\$16.37	\$16.42	\$20.34
\$75,000	\$13.93	\$16.21	\$16.25	\$20.14





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	\$46.67	\$46.36	\$45.75	\$45.15	\$43.63	\$42.93	\$42.46	\$41.99	\$41.47
04	\$52.25	\$51.91	\$51.23	\$50.56	\$48.87	\$48.07	\$47.55	\$47.02	\$46.51
06	\$55.65	\$55.29	\$54.56	\$53.85	\$52.04	\$51.19	\$50.64	\$50.09	\$49.58
08	\$59.00	\$58.61	\$57.83	\$57.07	\$55.15	\$54.27	\$53.68	\$53.10	\$52.59
10	\$62.24	\$61.83	\$61.02	\$60.21	\$58.19	\$57.25	\$56.63	\$56.01	\$55.40
12	\$65.66	\$65.23	\$64.38	\$63.53	\$61.39	\$60.39	\$59.75	\$59.09	\$58.48
14	\$66.97	\$66.53	\$65.67	\$64.80	\$62.62	\$61.62	\$60.98	\$60.27	\$59.66
16	\$68.31	\$67.86	\$66.98	\$66.10	\$63.88	\$62.85	\$62.17	\$61.48	\$60.86
18	\$69.69	\$69.24	\$68.32	\$67.41	\$65.15	\$64.10	\$63.41	\$62.72	\$62.11
20	\$71.06	\$70.60	\$69.69	\$68.75	\$66.45	\$65.38	\$64.67	\$63.96	\$63.35
22	\$73.20	\$72.72	\$71.78	\$70.82	\$68.44	\$67.34	\$66.61	\$65.89	\$65.38
24	\$75.39	\$74.90	\$73.93	\$72.94	\$70.49	\$69.36	\$68.62	\$67.85	\$67.24
26	\$77.66	\$77.16	\$76.14	\$75.13	\$72.61	\$71.44	\$70.64	\$70.18	\$69.62
28	\$79.99	\$79.47	\$78.44	\$77.39	\$74.79	\$73.59	\$72.80	\$72.42	\$72.11
30	\$82.40	\$81.87	\$80.78	\$79.72	\$77.03	\$75.80	\$74.98	\$74.52	\$74.32
32	\$84.86	\$84.31	\$83.21	\$82.10	\$79.36	\$78.07	\$77.23	\$76.78	\$76.57
34	\$87.40	\$86.84	\$85.70	\$84.57	\$81.71	\$80.41	\$79.53	\$79.17	\$78.97
36	\$90.03	\$89.44	\$88.27	\$87.10	\$84.17	\$82.82	\$81.93	\$81.57	\$81.37
38	\$92.73	\$92.12	\$90.91	\$89.71	\$86.70	\$85.30	\$84.37	\$84.02	\$83.81
40-64	\$95.50	\$94.89	\$93.65	\$92.40	\$89.30	\$87.87	\$86.91	\$86.56	\$86.15