

2008 Retail Rate Sheet \$100,000+ #47

The Spokesman-Review
SpokesmanReview.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	\$47.63	\$59.36	\$55.12	\$61.30	\$66.56	\$52.25
\$150,000	\$47.46	\$59.17	\$54.94	\$61.10	\$66.34	\$52.08
\$200,000	\$47.32	\$58.96	\$54.75	\$60.89	\$66.13	\$51.90
\$250,000	\$47.19	\$58.81	\$54.61	\$60.74	\$65.95	\$51.75
\$300,000	\$47.05	\$58.66	\$54.46	\$60.57	\$65.77	\$51.62
\$350,000	\$46.92	\$58.48	\$54.31	\$60.40	\$65.60	\$51.48
\$400,000	\$46.78	\$58.30	\$54.13	\$60.20	\$65.37	\$51.31
\$500,000	\$46.30	\$57.70	\$53.58	\$59.59	\$64.69	\$50.78
\$750,000	\$43.82	\$54.63	\$50.71	\$56.40	\$61.25	\$48.08
\$1,000,000	\$40.91	\$50.98	\$47.34	\$52.66	\$57.17	\$44.87

Voice-Zoned Products

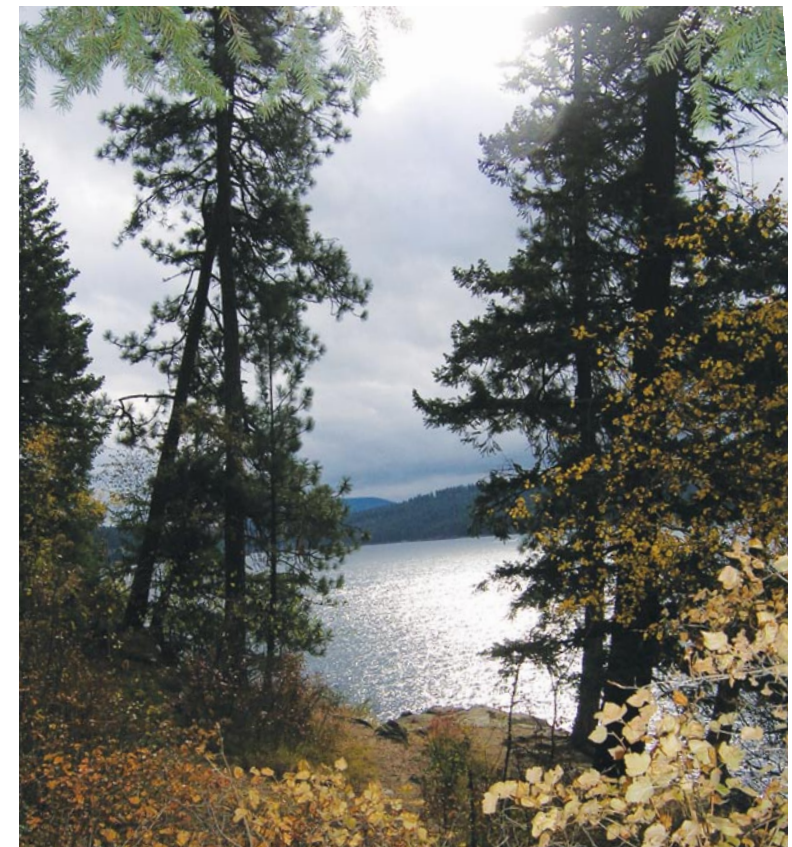
Contract Level	West Plains Voice	North Voice	South Voice	Prarie Voice	Handle Extra	Valley Voice Thursday	Valley Voice Saturday
\$100,000	\$5.02	\$18.95	\$11.39	\$5.02	\$11.14	\$12.86	\$15.73
\$150,000	\$5.01	\$18.87	\$11.36	\$5.01	\$11.10	\$12.82	\$15.70
\$200,000	\$4.99	\$18.82	\$11.32	\$4.99	\$11.07	\$12.79	\$15.64
\$250,000	\$4.98	\$18.77	\$11.30	\$4.98	\$11.05	\$12.76	\$15.59
\$300,000	\$4.97	\$18.73	\$11.27	\$4.97	\$11.02	\$12.73	\$15.56
\$350,000	\$4.96	\$18.69	\$11.25	\$4.96	\$10.99	\$12.69	\$15.50
\$400,000	\$4.94	\$18.61	\$11.21	\$4.94	\$10.96	\$12.66	\$15.46
\$500,000	\$4.90	\$18.45	\$11.10	\$4.90	\$10.86	\$12.54	\$15.32

Voice Combo

Contract Level	North & South Voice	North & West Voice	Valley & South Voice	West & South Voice	Valley & Prarie Voice	All Voices Thursday
\$100,000	\$25.79	\$20.37	\$20.61	\$13.95	\$15.20	\$45.25
\$150,000	\$25.70	\$20.30	\$20.55	\$13.91	\$15.16	\$45.11
\$200,000	\$25.62	\$20.24	\$20.49	\$13.86	\$15.11	\$44.97
\$250,000	\$25.56	\$20.19	\$20.45	\$13.84	\$15.08	\$44.87
\$300,000	\$25.50	\$20.15	\$20.40	\$13.80	\$15.05	\$44.77
\$350,000	\$25.45	\$20.10	\$20.35	\$13.78	\$15.00	\$44.67
\$400,000	\$25.35	\$20.02	\$20.29	\$13.73	\$14.96	\$44.51
\$500,000	\$25.12	\$19.85	\$20.09	\$13.60	\$14.82	\$44.11

Idaho

Contract Level	North Idaho Daily	North Idaho Wednesday	North Idaho Saturday	North Idaho Sunday
\$100,000	\$13.62	\$15.84	\$15.89	\$19.68
\$150,000	\$13.57	\$15.79	\$15.84	\$19.62
\$200,000	\$13.53	\$15.73	\$15.79	\$19.56
\$250,000	\$13.49	\$15.68	\$15.74	\$19.50
\$300,000	\$13.46	\$15.64	\$15.69	\$19.45
\$350,000	\$13.43	\$15.60	\$15.65	\$19.39
\$400,000	\$13.38	\$15.55	\$15.60	\$19.33
\$500,000	\$13.24	\$15.40	\$15.44	\$19.13
\$750,000	\$12.54	\$14.57	\$14.62	\$18.10
\$1,000,000	\$11.70	\$13.60	\$13.64	\$16.90



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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
Single Sheet/02	\$46.67	\$39.35	\$38.30	\$37.25	\$36.20	\$35.15	\$34.10	\$33.05	\$31.48	\$29.90	\$28.85
04	\$52.25	\$44.10	\$43.05	\$42.00	\$40.95	\$39.90	\$38.85	\$37.80	\$36.22	\$34.65	\$33.60
06	\$55.65	\$47.46	\$46.41	\$45.36	\$44.31	\$43.26	\$42.21	\$41.16	\$39.58	\$38.01	\$36.95
08	\$59.00	\$50.83	\$49.78	\$48.73	\$47.67	\$46.62	\$45.57	\$44.52	\$42.95	\$41.37	\$40.32
10	\$62.24	\$54.19	\$53.14	\$52.09	\$51.04	\$49.99	\$48.94	\$47.88	\$46.31	\$44.73	\$43.68
12	\$65.66	\$57.56	\$56.51	\$55.46	\$54.41	\$53.36	\$52.31	\$51.26	\$49.67	\$48.10	\$47.05
14	\$66.97	\$57.97	\$56.92	\$55.87	\$54.81	\$53.76	\$52.71	\$51.66	\$50.09	\$48.51	\$47.46
16	\$68.31	\$58.56	\$57.50	\$56.44	\$55.38	\$54.32	\$53.25	\$52.18	\$50.59	\$49.00	\$47.94
18	\$69.69	\$60.29	\$59.24	\$58.18	\$57.13	\$56.08	\$55.03	\$53.98	\$52.41	\$50.83	\$49.78
20	\$71.06	\$62.60	\$61.55	\$60.50	\$59.45	\$58.40	\$57.34	\$56.29	\$54.71	\$53.14	\$52.09
22	\$73.20	\$64.91	\$63.86	\$62.81	\$61.76	\$60.71	\$59.66	\$58.61	\$57.03	\$55.46	\$54.41
24	\$75.39	\$67.22	\$66.17	\$65.12	\$64.07	\$63.02	\$61.97	\$60.91	\$59.34	\$57.76	\$56.71
26	\$77.66	\$69.52	\$68.47	\$67.42	\$66.37	\$65.32	\$64.27	\$63.22	\$61.65	\$60.07	\$59.02
28	\$79.99	\$71.85	\$70.80	\$69.75	\$68.70	\$67.65	\$66.60	\$65.55	\$63.96	\$62.39	\$61.34
30	\$82.40	\$74.15	\$73.10	\$72.05	\$71.00	\$69.95	\$68.90	\$67.85	\$66.27	\$64.70	\$63.65
32	\$84.86	\$76.47	\$75.42	\$74.37	\$73.32	\$72.27	\$71.22	\$70.17	\$68.60	\$67.01	\$65.96
34	\$87.40	\$78.77	\$77.72	\$76.67	\$75.62	\$74.57	\$73.52	\$72.47	\$70.90	\$69.32	\$68.27
36	\$90.03	\$81.09	\$80.04	\$78.99	\$77.94	\$76.89	\$75.84	\$74.79	\$73.21	\$71.63	\$70.58
38	\$92.73	\$83.41	\$82.35	\$81.30	\$80.25	\$79.20	\$78.15	\$77.10	\$75.52	\$73.95	\$72.90
40-64	\$95.50	\$85.71	\$84.66	\$83.61	\$82.56	\$81.51	\$80.46	\$79.41	\$77.84	\$76.26	\$75.20