

2007 Classified Automotive Rate Sheet #46

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, the length of the contract, 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 reduced rates for space when compared to the 12-month agreement. The one-year and two-year contract agreements are subject to our General Advertising Policy conditions as outlined in Classified Rate Card #46.
- **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. 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.

Better Health & Living is a publication that includes advertorial and advertising about health and lifestyle in our area. This product is distributed in **The Spokesman-Review** to targeted areas. Please call 459-5081 for current rates, deadlines and details.

ONLINE ADVERTISING

Spokesmanreview.com is the #1 news and information website in the Inland Northwest receiving over 3 million pageviews and 300,000 unique visitors each month. Our online readers are young, educated, affluent and often make purchases online.

We have a number of online advertising products and services to help you achieve your business goals.

Online Advertising Services:

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 compliment 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.

Classified verticals - We are constantly evolving our auto, employment, and real estate programs to better serve our readers and we offer many programs that allow businesses to get in front of this same audience.

To learn more about these and other services offered online at **SpokesmanReview.com** visit <http://www.spokesmanreview.com/advertising> or call our Online Marketing Manager at (509) 459-5177. We are always working on new programs to help you promote your product or service. If you would like to be notified of new products and services complete the online advertising inquiry form on www.spokesmanreview.com/advertising and asked to be notified of new products.

Our printing fees for all display advertising include posting your display ad in our online website directory of today's ads.

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, or placing an ad all by itself, in Pinch.



Dollar Volume Plan

The Spokesman-Review has provided our Automotive Advertisers with dollar volume pricing options that provide lower non-discountable advertising unit pricing. Contract levels begin at \$1,000 for one-year agreements and \$50,000 per year for two-year agreements. Rates published below are for the first year of the contract only.

CLASSIFIED AUTOMOTIVE RATES – ONE YEAR

Contract Level	Daily Liner	Sat/Sun Liner	Daily ICD	Sat/Sun ICD
Open Rate	\$4.01	\$4.01	\$56.06	\$56.06
\$1,000	\$2.12	\$2.48	\$29.09	\$34.13
\$2,500	\$2.11	\$2.47	\$28.94	\$33.96
\$5,000	\$2.08	\$2.44	\$28.48	\$33.43
\$10,000	\$2.02	\$2.38	\$27.71	\$32.54
\$20,000	\$1.96	\$2.28	\$26.82	\$31.48
\$25,000	\$1.91	\$2.22	\$26.05	\$30.59
\$50,000	\$1.84	\$2.14	\$24.99	\$29.34
\$75,000	\$1.74	\$2.06	\$23.93	\$28.11
\$100,000	\$1.58	\$1.86	\$21.51	\$25.27
\$150,000	\$1.46	\$1.70	\$19.84	\$23.32
\$200,000	\$1.36	\$1.58	\$18.33	\$21.55
\$250,000	\$1.31	\$1.52	\$17.57	\$20.67
\$300,000	\$1.23	\$1.44	\$16.67	\$19.59
\$350,000	\$1.17	\$1.39	\$15.91	\$18.74
\$400,000	\$1.12	\$1.33	\$15.15	\$17.83
\$450,000	\$1.07	\$1.25	\$14.39	\$16.95
\$500,000	\$1.01	\$1.17	\$13.48	\$15.88

CLASSIFIED AUTOMOTIVE RATES – TWO YEAR

Contract Level	Daily Liner	Sat/Sun Liner	Daily ICD	Sat/Sun ICD
\$50,000	\$1.64	\$1.96	\$22.42	\$26.76
\$75,000	\$1.57	\$1.88	\$21.36	\$25.53
\$100,000	\$1.40	\$1.66	\$18.93	\$22.70
\$150,000	\$1.28	\$1.53	\$17.27	\$20.75
\$200,000	\$1.16	\$1.40	\$15.75	\$18.97
\$250,000	\$1.11	\$1.34	\$14.99	\$18.09
\$300,000	\$1.05	\$1.25	\$14.09	\$17.02
\$350,000	\$1.00	\$1.19	\$13.33	\$16.14
\$400,000	\$0.94	\$1.13	\$12.57	\$15.25
\$450,000	\$0.89	\$1.07	\$11.82	\$14.37
\$500,000	\$0.83	\$1.00	\$10.90	\$13.30



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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The Spokesman-Review reaches 94.6 % of all car buyers when you run a weekly ad schedule*

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..

As they become more serious in their intentions, narrowing the list of possible models, certain media become more important as information sources. These include the internet for features and analysis and newspaper advertising for availability and pricing. Indeed, fully 97% of all eventual vehicle buyers site newspaper advertisement as an important source of information.

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.
- Of the top 6 vehicle brands owned by Spokane & Kootenai County residents (Ford, Chev, Dodge, Toyota, Honda & Subaru) ... about 60% of those adults can be reached with 1 Daily & 1 Sunday issue of **The Spokesman-Review**
- Nearly 70% of Spokane & Kootenai County residents planning to buy a new pickup in the next 12 months. ... can be reached with 1 Daily & 1 Sunday ad in **The Spokesman-Review**
- Almost 8 out of 10 Spokane & Kootenai County residents planning to buy a mid or full-size car in the next 12 months... can be reached with 1 Daily & 1 Sunday ad in **The Spokesman-Review**
- *A weekly ad schedule (1 Daily & 1 Sunday) in **The Spokesman-Review** will reach nearly all (94.6%) of Spokane & Kootenai County adults who said they will be purchasing a used vehicle in the next twelve months.

