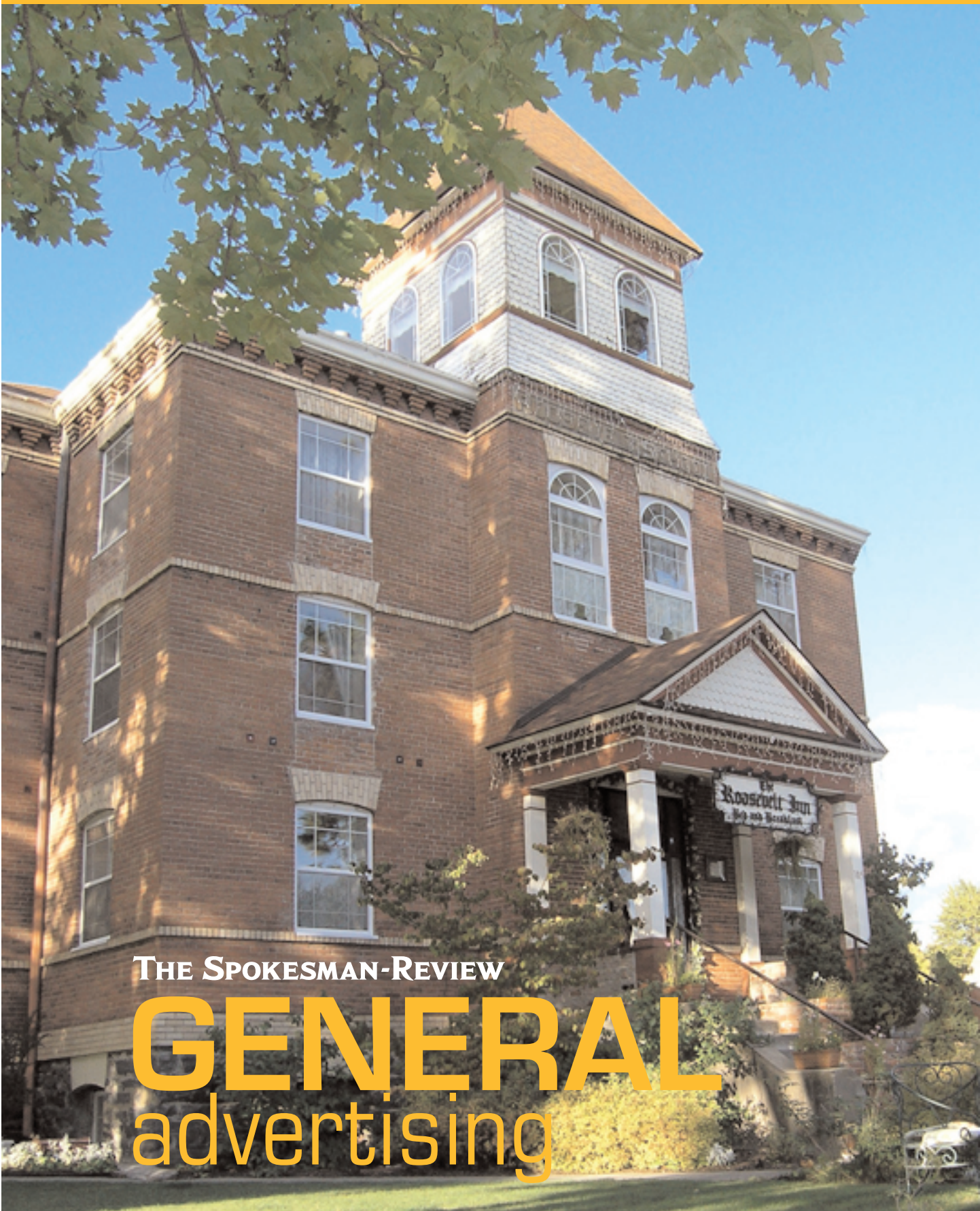


Rate Card No. 70 • January 1, 2007 • Inland Northwest

Spokane, WA • Coeur d'Alene, ID



THE SPOKESMAN-REVIEW

GENERAL advertising

2007 GENERAL ADVERTISING RATES

Spokane Office
999 West Riverside Avenue
P.O. Box 2160
Spokane, WA 99210
(509)459-5005
FAX (509)459-5083
Advertising@Spokesman.com

Spokane Valley Office
13208 East Sprague
Spokane, WA 99216
(509)927-8100
FAX (509)927-2175
ValleyAdvertising@Spokesman.com

Coeur d'Alene Office
608 Northwest Blvd.
Suite 200
Coeur d'Alene, ID 83814
(208)765-7105
FAX (208)765-7115
NorthIdahoAdv@Spokesman.com

Spokane Toll Free: 1-800-338-8801

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Member:

- Audit Bureau of Circulations (ABC)
- Advertising Checking Bureau (ACB)
- Direct Marketing Association (DMA)
- International Newspaper Marketing Association (INMA)
- Newspaper Association of America (NAA)
- Northwest Newspaper Network (NWN)
- Pacific Northwest Newspaper Advertising Executives Association (PNNAEA)
- Retail Advertising Marketing Association (RAMA)

Personnel

Publisher, William Stacey Cowles
Director of Marketing & Sales, Shaun O'L. Higgins
Major Accounts Manager, Mike Dixon

Our General Advertising Policy

Circulation

The Spokesman-Review is published every morning. Our circulation area extends to the Canadian border on the north, into eastern Washington and into the northern Idaho Panhandle counties. The region is rich in resources that make this area one of the most dynamic markets in the nation. Spokane is the third-largest PMA in the Pacific Northwest and ranks 78th in the nation. It is the nation's 108th largest CBSA with 436,000 people. The biggest city between Minneapolis and Seattle, Spokane is located 278 miles east of Seattle, 348 miles northwest of Portland, 110 miles south of the Canadian border and 18 miles west of the Idaho border.

Your Account Executive can provide you with complete and current market details and statistics, published by the newspaper. Current market research from Belden Continuing Market Study and Scarborough also available upon request.



Cover Art: Photo Illustration – Nita Bollar-Alexander

- A.) We reserve the right to revise rates upon 30 day's notice.
- B.) Alcoholic beverage advertising is accepted. Display tobacco product advertising is not accepted.
- C.) All advertising published subject to Contract & Copy Regulations, Standard Rate & Data Service, Paragraphs 1, 2, 3, 8, 9, 10, 13, 15, 16, 17, 18, 19, 21, 22, 23, 25 and 29.
- D.) Reimbursement is available for the space occupied by an error if the newspaper is solely responsible for the mistake. The Publisher is not liable for consequential damages arising from errors or omissions of an advertisement.
- E.) Contract fulfillment is based on net expenditure.
- F.) If an Advertiser spends more net dollars than their contract level and has reached a higher volume contract level on the rate card a lower rate will be earned. Earned rate adjustments will be limited to two contract levels above the contract commitment. Should the Advertiser spend fewer net dollars than contracted the higher rate actually earned will be billed at the end of the contract period.
- G.) The start date of the contract will correspond with the first day of the month the contract is received. Advertisers have until the end of the sixth month of the contract period to downgrade their contract commitment and they have until the end of the 11th month of the contract period to upgrade their contract commitment. Company Federal Tax ID number is 68-0617327

Commission and Cash Discount

15% to agencies; no cash discounts.

Black & White Rates

The following rates are available with a contract.

Dollar Volume Plan

Paid position, when available, is 25% additional on space rate.

Contract Level	Daily	Wednesday	Saturday	Sunday
Open Rate	\$87.82	\$109.45	\$101.62	\$113.03
\$1,000	\$87.73	\$109.35	\$101.53	\$112.93
\$2,500	\$87.59	\$109.21	\$101.39	\$112.79
\$5,000	\$87.36	\$108.98	\$101.16	\$112.56
\$10,000	\$86.89	\$108.52	\$100.70	\$112.10
\$25,000	\$85.51	\$107.13	\$99.31	\$110.71
\$50,000	\$83.19	\$104.82	\$97.00	\$108.40
\$75,000	\$80.88	\$102.51	\$94.68	\$106.09
\$100,000	\$78.57	\$100.20	\$92.37	\$103.78
\$150,000	\$73.94	\$95.57	\$87.75	\$99.15
\$200,000	\$69.32	\$90.95	\$83.12	\$94.53
\$250,000	\$64.69	\$86.32	\$78.50	\$89.90
\$300,000	\$60.07	\$81.70	\$73.87	\$85.28

Pinch (TMC)

Pinch, a total market coverage (TMC) product is distributed free each Wednesday to most Spokane County non-subscribers. An ROP advertisement may be picked up and published in Pinch.

Contact your account executive for more information.

Multiple Insertion Discounts (MIDs)

A substantial discount from space charge is offered to General Advertisers for the same ad repeated within seven-day period. MID's will not apply to ads receiving Charity rate, Political rate, Business rate or Pinch (TMC) rate. Minimum size is four inches. Any mixture of full-run Daily, Saturday, Sunday or Pinch (TMC) qualifies.

- 1st Insertion – Earned Rate
- 2nd Insertion – 20% Discount
- 3rd Insertion – 30% Discount
- 4th Insertion – 50% Discount
- 5th Insertion – Earned Rate

Preprint Open Rate

Preprint rates for the newspaper and its Pinch product are based on cost per thousand (cpm). All dollar expenditures apply toward fulfillment of an existing Dollar Volume contract.

Tab Page Count	Open Rate	Any Dollar Volume Level
Single Sheet	\$58.21	\$45.17
4	\$65.19	\$51.09
6	\$69.44	\$55.29
8	\$73.60	\$59.48
10	\$77.65	\$63.68
12	\$81.92	\$67.88
14	\$83.55	\$68.40
16	\$85.23	\$69.09
18	\$86.93	\$71.29
20	\$88.66	\$74.17
22	\$91.33	\$77.06
24	\$94.07	\$79.94
26	\$96.88	\$82.83
28	\$99.81	\$85.71
30	\$102.78	\$88.60
32	\$105.88	\$91.48
34	\$109.05	\$94.37
36	\$112.32	\$97.25
38	\$115.69	\$100.14
40 to 64	\$119.15	\$103.02

To determine cpm rates for preprints that exceed the 64-tabloid page count, add 50 cents per page.

All preprinted inserts (except envelopes) are billed at tabloid-page equivalents by measuring the square inches per page, as follows:



Square Inches Per Page

Up to 45
 46 - 89
 90 - 160
 161+

Tabloid Pages

Divide Total Pages by 4
 Divide Total Pages by 2
 Use Actual Page Count
 Multiply Total Pages by 2

To determine a page count for envelope inserts, calculate the square inches of the envelope to identify square inches per page. Count the envelope and the total pieces enclosed to establish the number of "tabloid pages".

Preprints distributed for Contract Advertisers will apply toward fulfillment of the Dollar Volume agreement.

Maximum folded delivery size must be no larger than 11-3/8" by 12-1/2". Irregular, novelty or product samples must have prior approval, in writing, from the Publisher before acceptance and delivery. Additional preprint mailing beyond the area covered by regular non-subscriber distribution is available. Ask your Account Executive for details.

We accept materials from Advertisers and printers with quantity counts subject to verification at time of insertion. We may verify count by weight, machine recording or other means at our discretion and will apprise you of shortages. We accept responsibility for accurate counts only for inserts printed in-house.

Preprint Shipping Instructions

Truck delivery should be made directly to the receiving dock of the newspaper plant at 50 N. Madison Street, Spokane, WA 99201. Receiving service is available from 8 a.m. to 10 p.m., Monday through Saturday; not on Sundays or holidays.
 Telephone: Regular Hours: (509) 459-5005
 After Hours: (509) 459-5002 (Guard Station)

Preprint reservations are due on Tuesday at 5 p.m. prior to insertion for the following week (Monday-Sunday). Final deadline for receipt of inserts at the facility is Thursday, one week prior to mid-week insertion and Friday, nine days prior to Sunday insertion. Thanksgiving Day deadline is Wednesday, two weeks prior to insertion. A late charge may be assessed for late arrival of inserts.

The Spokesman-Review will be distributed to our full weekend and daily-only distribution on Thanksgiving Day, November 22nd.

Color Rates and Data

Black and White inch rate plus applicable charge

Daily or Sunday

1 c, 1" to 43"	\$519
1 c, 1" to 43" Charity rate	\$389.25
1 c, 43-1/4" to full page	\$707
2 c, 1" to full page	\$955
3 c, 1" to full page	\$1,209

Closing dates, Daily:Three days in advance
 Sunday:Tuesday before publication
 Cancellation:10:00 a.m., two days before publication

To add color to an advertisement that is picked up from a full-run newspaper product and placed in the Pinch (TMC), add \$109 to above rates.

For Charity color rates, deduct 25% from rates in chart above. Political and Business Organization advertising is charged at normal ROP color rates.

The Spokesman-Review uses Volume 9 of the Newspaper Association of America (NAA) Color Book.

Color rates correspond with the calendar year and not a 12-month advertising contract.

Special ROP Units

For more information on any of the Special Sections listed here, contact your Account Executive.

Advertorial Sections

Special tabloid or standard sections are available to Advertisers to promote anniversaries, grand openings, grand re-openings and special events. Advertorial sections are also available to shopping centers for their promotions regardless of the event.

There are three formats available:

- Half-page in Pinch
- Full magazine, tab or standard page
- At least two standard or four tabloid pages as a free-standing insert

Full pages (magazine, tab or standard) or Pinch section half pages will have 25% of the total space available for advertorial copy at no charge.

Island Positions

Island positions are available in the business (stock) pages for a 25% premium charge. ROP island position ads must be 3 col. x 10-1/2".

Special Services

For more information on the following services offered by **The Spokesman-Review** contact your Account Executive.

- **Commercial Printing**
- **Free Co-op Advertising Services**
- **Graphic Design Services**
- **Photographic Services**
- **Marketing Services**
- **Blind Box Numbers**

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.

Special Days/Pages/Features/Products

TV ListingsDaily
EmploymentDaily
BusinessDaily/Sunday
HealthTuesday
Home SectionTuesday
FoodWednesday
PinchWednesday
Families (children/young adult section)Monday
TechnologyMonday
.TXTMonday
7 (entertainment/culture magazine)Friday
ReligionSaturday
AutomotiveSaturday
Stock SectionSaturday
Your MoneySunday
TV Week (Sunday Magazine)Sunday
Real EstateDaily/Sunday
Outdoor & TravelSunday
Thanksgiving DayAdded Distribution

* On Thanksgiving Day circulation will be increased to include weekend only, home delivery subscribers. There will be a 15% ROP surcharge for added distribution.

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 magazine 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.

ROP Depth Requirements

For a standard page, copy exceeding 19-1/2" in depth will be charged as a full column, 21-1/2".

For a tabloid page, copy exceeding 11" in depth will be charged as a full column, 11-1/4".

Closing/Cancellation

Closing

Mon. and Tues.Fri. prior to publication
Wed. thru Sat.Two days prior to publication
Sunday Outdoor & TravelMonday noon, prior to publication
Sunday ROPWed. prior to publication
Color AdvertisingAdvance deadline 24 hours

These deadlines are for page-or-less, black and white advertisements. For multiple pages, double trucks, color ads, holidays or extensive layout work, advance the deadlines by 24 hours.

Cancellation

MondayFriday preceding publication
Tuesday thru Saturday10:00 a.m. preceding day
SundayThursday preceding publication
TravelMonday, Noon

Mechanical Requirements

Standard Page: 6 columns wide x 21-1/2" deep

Columns	Inches	Picas
1	1.826	10p11
2	3.791	22p9
3	5.742	34p5
4	7.707	46p3
5	9.658	57p11
6	11.623	69p9

Tabloid Page

Make-up Page: 5 Columns wide x 11-1/4" deep

Columns	Inches	Picas
1	1.826	10p11
2	3.791	22p9
3	5.742	34p5
4	7.707	46p3
5	9.658	57p11

Double Truck

Page	Inches	Picas
Standard	24.118"	144p5
Tabloid	21.489"	129p11

For a standard or tabloid, less-than-full-page double truck, gutter is charged by the number of inches deep multiplied by .364, rounded to nearest 1/4". No charge for gutter on full, tabloid double truck. There is no minimum size for a double truck but in the make-up process (based on space availability) a full double truck will have position precedence over a less-than-full double truck. First order in (of same size advertisements) takes position precedence.

Offset Reproduction Material

The Spokesman-Review prefers to receive electronic files for ads in a PDF format. These ads can be uploaded to our FTP site or stored on Iomega Jaz disk (1 gb, 2 gb), Iomega Zip disk (100 mb), 3.5" Floppy (1.44 mb) or CD (Compact Disc).

Macintosh files created in QuarkXpress, Macromedia Freehand, Multi-Ad Creator or Adobe Pagemaker are only accepted if submitted on one of the above-mentioned disks.

Each ad must be accompanied with a laser printout of the ad and a Disk Output Form. We consider all electronic ads "camera ready". Digital files that require manipulation by our technicians may be subject to a \$25 service charge.

In order to be sure that electronic files output properly, **The Spokesman-Review** requires digital ads to be received 24 hours earlier than published deadlines outlined above.

Also accepted are screened, duplicated negatives, prepared to make-up size dimension. Negatives should always be right-reading emulsion down. A screen of 85 to 100 lines will be accepted. Shadow tones should be no more than 85% and highlight tones should not be less than 2%.

Veloxes: Positive prints made from original screened film will be accepted for black and white ads only. Shadow tones should be no more than 80%, while highlight tones should be no less than 4%.

Special Classifications/Rates

Special rates correspond with the calendar year and not a 12-month advertising contract period.

Charity Rates

The Spokesman-Review chooses to support many charitable groups through lower advertising rates. The reduced rate (Charity rate) allows groups to publicize their cause or event to gain greater support through our newspaper audience. To qualify for the Charity rate, the group must meet all of the following guidelines:

- The group must have a documented 501c(3), 501c(4) or 501c(7) Charity status
- The group must not be an agency of the federal, state or local government
- The group's primary source of revenue must be derived from donations, dues, ticket or gate sales and must not charge fees for services rendered, i.e. tuition or medical expenses
- The products or services of the Charity group must not compete directly with for-profit groups

Charity rates are available to all qualified organizations. Advertisers must be registered as a Charity corporation in the state in which they are incorporated. These rates are non-commissionable. Advertising must meet newspaper acceptance standards. Multi-Zone and Multiple Insert Discounts do not apply.

Daily \$34.05 Wed \$42.45 Sat \$39.41 Sunday \$43.83

Preprinted inserts will receive the Dollar Volume rate. See page 3.

Business Organization Rates

Business Organization rates are available to all qualified organizations that have an office in Spokane or Kootenai counties. Advertisers must be registered as a business organization in the state in which they are incorporated. These rates are commissionable. Advertising must meet newspaper acceptance standards.

Political Rates

Political advertising includes any public issue advertising designed to influence the attitude of the general public or government officials. All political advertising must be paid in advance

Washington State Law requires that all written political advertising, whether relating to candidates or ballot propositions, include the sponsor's name and address. Advertising received from out-of-state candidates, propositions, etc., must comply with this labeling practice, even though the law in the state from which such advertising emanates may not so specify.

Since both state and federal rules governing this class of advertising are quite specific, Advertisers must be familiar with these rules as they are constantly changing. Consult a newspaper Account Executive for more detailed regulations.

It is the newspaper's rule that political copy, which obviously invites a reply from the opposition to clarify an issue, defend a charge or answer an attack, must appear in sufficient time prior to the election to allow the opposing candidates or issue sponsors to reply. Previously unpublished charges will not be accepted for publication after the Thursday prior to a Tuesday election. This plan gives the opposing candidates or sponsors the opportunity to reply.

Local, state and federal candidates and issues are charged the following commissionable rates. Multiple Insertion Discount does not apply.

Business Organization/Political Rates

Daily	\$61.68
Wednesday	\$76.88
Saturday	\$71.39
Sunday	\$82.66

Classified Rates

Line rate – \$6.48 per-line Daily, \$6.73 Saturday or Sunday

Blind Box Replies

Pick-ups	\$25.00
Mail-outs	\$40.00

Illustrated Classified Display

Minimum size is four inches. No additional charges. An ICD is any ad which has any of the following: border, signature, art, photo, etc.
ICD rate – \$90.72 per-inch Daily, \$94.16 Saturday or Sunday

Copy Deadlines

Daily Classified, 4:00 p.m., one day prior to publication
Daily ICD, 12:00 p.m., two days prior to publication
Sunday Classified copy, 3:00 p.m., Friday
Sunday & Monday ICD, 12:00 p.m., Thursday
Fax copies do not reproduce material that is of camera-ready quality.

Mechanical Specifications

Classified Page – 10-column format

Column Widths

# of Columns	Inches	Picas
1	1.121	6p9
2	2.283	13p4
3	3.459	20p9
4	4.622	27p9
5	5.784	34p8
6	6.948	41p8
7	8.122	48p9
8	9.285	55p9
9	10.447	62p8
10	11.623	69p9

4-Point Column Rule

Column depth will be 21-1/2" producing 194 lines. One page, 10 columns x 21-1/2", a total of 215".

Top Jobs

Include your print recruitment ad online on the front page of spokesmanreview.com for 7 days for only \$50 per week.

Virtual Classifieds

Include your print classified liner ad in our searchable internet Classifieds online for just an additional \$2.50

Bold Face Option

Bold face formatting is available on in-column advertisements at an additional charge of \$2 per day or \$5 for full bold.

Reverse Format Option

Reverse formatting is available for an additional \$2 per day. This requires a seven line minimum ad or \$5 for full reverse.

Border Format Option

In-column ads of seven lines or more can be bordered for a charge of \$1 per day. 2pt, 3pt or 4pt borders are available for \$2 per day. Deluxe custom borders are \$3 per day.

Photos and Logos

Photos and logos can be inserted into in-column advertisements. This requires a seven line minimum sized ad. See page 5 for closing.

Sunday Comics

Advertising space is available inside the Sunday comics section. The Sunday comics are printed in advance.

All spadeafold, gatefold and tabloid rates are cost-per-thousand and are based on the most recent ABC Audit Sunday circulation figures. The rates will be quoted on a cpm basis, which includes full color.

	Open CPM Rate	3x CPM Rate	6x CPM Rate	12x CPM Rate	26x CPM Rate
Spadeafold	\$47.84	\$44.72	\$42.64	\$40.56	\$39.52
Gatefold	\$32.24	\$30.16	\$28.60	\$26.00	\$24.96
Four Tabloid	\$47.84	\$44.72	\$42.64	\$40.56	\$39.52

Mechanical Specifications

Spadeafold	11.125" x 20"
Gatefold	5.4375" x 20"
Four Tabloid	9.75" x 11.125"

Reservations for Sunday Comics

Six weeks ahead for order; advertising copy deadline is Friday, 30 days prior to publication.

TV Week (Sunday Magazine)

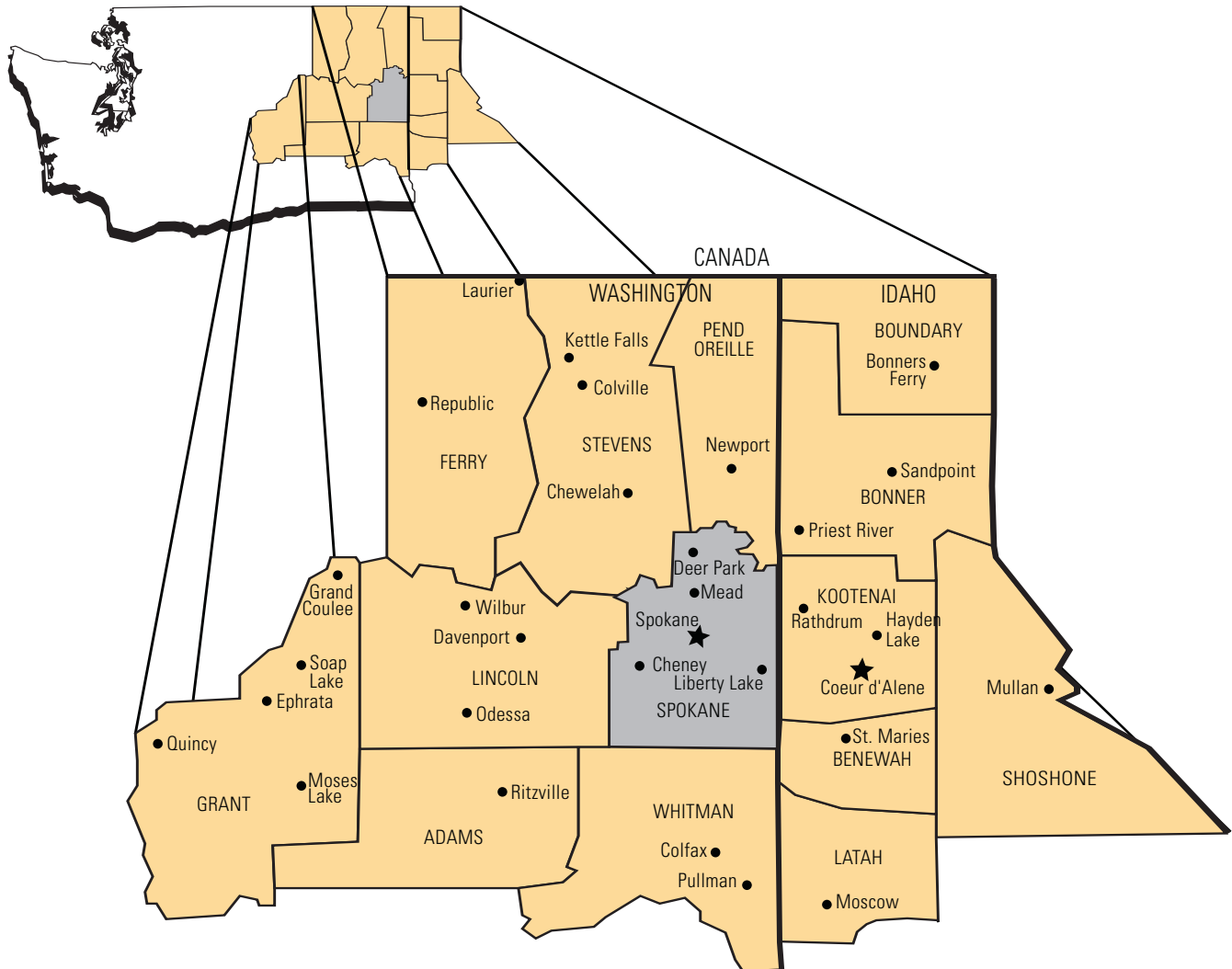
The TV Week Magazine, published each Sunday, offers complete television listings in a daily grid format. This quarter-fold publication also includes movie highlights, program features, special-interest articles and a crossword puzzle. For TV Week rates contact your Account Executive.

Circulation ABC Audit Report

Daily	91,503
Wednesday	113,443
Saturday	107,862
Sunday	122,350

Source: ABC Audit Report for 12 months ended March, 2006.

The Spokesman-Review Market Area



The Spokesman-Review's Primary Market Area (PMA) consists of 14 counties located within the Inland Northwest geographical area.

Spokane and Kootenai counties are the two largest and fastest-growing economic areas. These two counties together have about 64% of the Primary Market Area's population, 68% of the Primary Market Area's disposable income and 69% of retail sales in the Primary Market Area.

*Sales and Marketing Management 2006 Survey of Buying Power and Media Markets

Spokane County Metropolitan Area (CBSA)

	Total Adults	Reach
Market Population	335,972	100%
Daily Newspaper	151,446	45.1%
Sunday Newspaper	205,742	61.2%
Combination (One Daily & One Sunday)	224,762	66.9%

Spokesman-Review Primary Market Area (PMA)

	Total Adults	Reach
Market Population	672,158	100%
Daily Newspaper	227,528	33.9%
Sunday Newspaper	289,980	43.1%
Combination (One Daily & One Sunday)	325,116	48.4%

*Scarborough Research 2006, Release 1