

2007 Local General Rate Sheet #46

(ROP) Full-Run Products

Contract Level	Daily	Wednesday	Saturday	Sunday	Food Full Run	Food Spokane County
\$1,000	\$71.10	\$88.63	\$82.29	\$91.52	\$99.38	\$76.85
\$2,500	\$70.49	\$87.88	\$81.60	\$90.74	\$98.55	\$76.21
\$5,000	\$68.71	\$85.63	\$79.52	\$88.44	\$96.03	\$74.26
\$10,000	\$65.71	\$81.90	\$76.04	\$84.58	\$91.85	\$71.02
\$20,000	\$62.33	\$77.67	\$72.12	\$80.21	\$87.10	\$67.35
\$25,000	\$62.08	\$77.37	\$71.84	\$79.90	\$86.77	\$67.09
\$50,000	\$61.13	\$76.18	\$70.73	\$78.67	\$85.42	\$66.05
\$75,000	\$60.48	\$75.38	\$70.00	\$77.85	\$84.53	\$65.37

Voice-Zoned Products

Contract Level	All Voices Thursday	North Voice	South Voice	Valley Voice Thursday	Valley Voice Saturday
\$1,000	\$53.49	\$26.39	\$19.08	\$17.46	\$20.04
\$2,500	\$53.02	\$26.16	\$18.90	\$17.30	\$19.87
\$5,000	\$51.68	\$25.50	\$18.42	\$16.87	\$19.37
\$10,000	\$49.42	\$24.39	\$17.62	\$16.13	\$18.53
\$20,000	\$46.87	\$23.12	\$16.71	\$15.30	\$17.56
\$25,000	\$46.68	\$23.04	\$16.64	\$15.24	\$17.49
\$50,000	\$45.97	\$22.68	\$16.39	\$15.01	\$17.23
\$75,000	\$45.48	\$22.45	\$16.22	\$14.85	\$17.06

Voice Combo

Contract Level	North & South Voice	Valley & North Voice	Valley & South Voice	Valley & North Idaho Daily	Valley & North Idaho Saturday
\$1,000	\$38.64	\$37.27	\$31.04	\$32.13	\$37.19
\$2,500	\$38.32	\$36.95	\$30.79	\$31.86	\$36.88
\$5,000	\$37.35	\$36.01	\$29.99	\$31.04	\$35.95
\$10,000	\$35.71	\$34.44	\$28.70	\$29.68	\$34.38
\$20,000	\$33.86	\$32.66	\$27.20	\$28.16	\$32.61
\$25,000	\$33.74	\$29.21	\$27.11	\$28.05	\$32.48
\$50,000	\$33.22	\$32.04	\$26.69	\$27.62	\$31.97
\$75,000	\$32.87	\$31.69	\$26.41	\$27.34	\$31.64

Idaho

Contract Level	North Idaho Daily	North Idaho Wednesday	North Idaho Saturday	North Idaho Sunday
\$1,000	\$20.33	\$23.65	\$23.73	\$29.04
\$2,500	\$20.17	\$23.45	\$23.53	\$28.80
\$5,000	\$19.66	\$22.85	\$22.93	\$28.05
\$10,000	\$18.80	\$21.86	\$21.92	\$26.83
\$20,000	\$17.83	\$20.72	\$20.79	\$25.45
\$25,000	\$17.75	\$20.64	\$20.71	\$25.34
\$50,000	\$17.48	\$20.32	\$20.39	\$24.96
\$75,000	\$17.29	\$20.12	\$20.18	\$24.69



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



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	\$58.21	\$57.83	\$57.07	\$56.32	\$54.44	\$53.56	\$52.96	\$52.39	\$51.11
04	\$65.19	\$64.77	\$63.92	\$63.08	\$60.96	\$59.98	\$59.33	\$58.68	\$57.26
06	\$69.44	\$68.98	\$68.08	\$67.19	\$64.92	\$63.87	\$63.18	\$62.49	\$61.30
08	\$73.60	\$73.13	\$72.17	\$71.20	\$68.81	\$67.71	\$66.97	\$66.24	\$65.29
10	\$77.65	\$77.14	\$76.13	\$75.12	\$72.60	\$71.43	\$70.66	\$69.88	\$69.24
12	\$81.92	\$81.39	\$80.33	\$79.26	\$76.59	\$75.35	\$74.55	\$73.73	\$73.29
14	\$83.55	\$83.02	\$81.94	\$80.83	\$78.14	\$76.87	\$76.04	\$75.20	\$74.30
16	\$85.23	\$84.68	\$83.56	\$82.47	\$79.70	\$78.41	\$77.56	\$76.70	\$75.05
18	\$86.93	\$86.38	\$85.24	\$84.11	\$81.29	\$79.98	\$79.11	\$78.25	\$77.29
20	\$88.66	\$88.09	\$86.93	\$85.78	\$82.89	\$81.58	\$80.68	\$79.80	\$79.53
22	\$91.33	\$90.72	\$89.55	\$88.36	\$85.39	\$84.03	\$83.10	\$82.19	\$81.37
24	\$94.07	\$93.45	\$92.24	\$91.00	\$87.95	\$86.53	\$85.69	\$84.67	\$84.15
26	\$96.88	\$96.25	\$95.00	\$93.73	\$90.59	\$89.14	\$88.17	\$87.19	\$86.67
28	\$99.81	\$99.15	\$97.85	\$96.55	\$93.31	\$91.81	\$90.82	\$89.83	\$89.82
30	\$102.78	\$102.12	\$100.78	\$99.46	\$96.12	\$94.56	\$93.54	\$93.02	\$92.50
32	\$105.88	\$105.17	\$103.81	\$102.42	\$99.00	\$97.41	\$96.35	\$95.80	\$95.29
34	\$109.05	\$108.70	\$106.92	\$105.50	\$101.96	\$100.32	\$99.23	\$98.65	\$98.14
36	\$112.32	\$111.58	\$110.13	\$108.68	\$105.02	\$103.33	\$102.21	\$101.61	\$101.09
38	\$115.69	\$114.92	\$113.42	\$111.92	\$108.17	\$106.42	\$105.28	\$104.65	\$104.13
40-64	\$119.15	\$118.39	\$116.83	\$115.28	\$111.42	\$109.63	\$108.43	\$107.75	\$107.23