

# 2007 Local General Rate Sheet \$100,000+ #46

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	\$59.13	\$73.70	\$68.43	\$76.12	\$82.65	\$63.91
\$150,000	\$58.94	\$73.46	\$68.21	\$75.86	\$82.38	\$63.70
\$200,000	\$58.74	\$73.20	\$67.97	\$75.60	\$82.10	\$63.48
\$250,000	\$58.58	\$73.01	\$67.79	\$75.41	\$81.87	\$63.32
\$300,000	\$58.42	\$72.82	\$67.62	\$75.19	\$81.65	\$63.14
\$350,000	\$58.27	\$72.62	\$67.42	\$75.00	\$81.43	\$62.98
\$400,000	\$58.07	\$72.38	\$67.21	\$74.74	\$81.16	\$62.76
\$500,000	\$57.46	\$71.64	\$66.53	\$73.98	\$80.33	\$62.12
\$750,000	\$54.40	\$67.80	\$62.97	\$70.02	\$76.04	\$58.80
\$1,000,000	\$50.79	\$63.30	\$58.77	\$65.36	\$70.98	\$54.90

## Idaho

Contract Level	North Idaho Daily	North Idaho Wednesday	North Idaho Saturday	North Idaho Sunday
\$100,000	\$16.91	\$19.66	\$19.72	\$24.14
\$150,000	\$16.86	\$19.60	\$19.65	\$24.06
\$200,000	\$16.81	\$19.54	\$19.59	\$23.99
\$250,000	\$16.75	\$19.48	\$19.55	\$23.93
\$300,000	\$16.71	\$19.43	\$19.49	\$23.84
\$350,000	\$16.67	\$19.37	\$19.44	\$23.78
\$400,000	\$16.61	\$19.31	\$19.37	\$23.71
\$500,000	\$16.44	\$19.11	\$19.18	\$23.47
\$750,000	\$15.56	\$18.09	\$18.15	\$22.21
\$1,000,000	\$14.52	\$16.89	\$16.94	\$20.73

## Voices-Zoned Products

Contract Level	All Voices Thursday	North Voice	South Voice	Valley Voice Thursday	Valley Voice Saturday
\$100,000	\$44.48	\$21.94	\$15.85	\$14.52	\$16.67
\$150,000	\$44.32	\$21.88	\$15.80	\$14.47	\$16.61
\$200,000	\$44.18	\$21.81	\$15.76	\$14.42	\$16.56
\$250,000	\$44.05	\$21.74	\$15.72	\$14.38	\$16.50
\$300,000	\$43.94	\$21.67	\$15.67	\$14.35	\$16.46
\$350,000	\$43.82	\$21.62	\$15.63	\$14.30	\$16.42
\$400,000	\$43.67	\$21.55	\$15.57	\$14.26	\$16.37
\$500,000	\$43.22	\$21.33	\$15.41	\$14.12	\$16.20
\$750,000	\$40.92	\$20.19	\$14.58	\$13.36	\$15.33
\$1,000,000	\$38.20	\$18.85	\$13.62	\$12.47	\$14.31

## Voice Combo

Contract Level	North & South Voice	Valley & North Voice	Valley & South Voice	Valley & North Idaho Daily	Valley & North Idaho Saturday
\$100,000	\$32.14	\$30.99	\$25.82	\$26.72	\$30.93
\$150,000	\$32.02	\$30.89	\$25.73	\$26.63	\$30.84
\$200,000	\$31.92	\$30.80	\$25.65	\$26.54	\$30.71
\$250,000	\$31.84	\$30.69	\$25.59	\$26.46	\$30.64
\$300,000	\$31.73	\$30.62	\$25.51	\$26.40	\$30.56
\$350,000	\$31.66	\$30.54	\$25.43	\$26.32	\$30.49
\$400,000	\$31.56	\$30.44	\$25.35	\$26.23	\$30.37
\$500,000	\$31.22	\$30.12	\$25.10	\$25.97	\$30.07
\$750,000	\$29.56	\$28.51	\$23.75	\$24.59	\$28.46
\$1,000,000	\$27.60	\$26.62	\$22.17	\$22.95	\$26.57





## 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
SingleSheet/02	\$58.21	\$49.10	\$47.79	\$46.49	\$45.17	\$43.87	\$42.54	\$41.24	\$39.27	\$37.31	\$36.00
04	\$65.19	\$55.03	\$53.71	\$52.42	\$51.09	\$49.79	\$48.47	\$47.16	\$45.20	\$43.23	\$41.92
06	\$69.44	\$59.24	\$57.91	\$56.61	\$55.29	\$53.98	\$52.66	\$51.37	\$49.39	\$47.43	\$46.11
08	\$73.60	\$63.42	\$62.11	\$60.80	\$59.48	\$58.18	\$56.87	\$55.56	\$53.59	\$51.61	\$50.32
10	\$77.65	\$67.62	\$66.31	\$64.99	\$63.68	\$62.37	\$61.06	\$59.76	\$57.78	\$55.82	\$54.51
12	\$81.92	\$71.81	\$70.50	\$69.20	\$67.88	\$66.57	\$65.26	\$63.94	\$61.99	\$60.01	\$58.71
14	\$83.55	\$72.34	\$71.03	\$69.72	\$68.40	\$67.09	\$65.79	\$64.47	\$62.51	\$60.53	\$59.24
16	\$85.23	\$73.06	\$71.74	\$70.41	\$69.09	\$67.76	\$66.44	\$65.12	\$63.13	\$61.14	\$59.82
18	\$86.93	\$75.22	\$73.91	\$72.60	\$71.29	\$69.98	\$68.67	\$67.35	\$65.38	\$63.42	\$62.11
20	\$88.66	\$78.12	\$76.79	\$75.49	\$74.17	\$72.86	\$71.55	\$70.25	\$68.27	\$66.31	\$64.99
22	\$91.33	\$80.99	\$79.69	\$78.36	\$77.06	\$75.75	\$74.44	\$73.12	\$71.15	\$69.20	\$67.88
24	\$94.07	\$83.88	\$82.56	\$81.26	\$79.94	\$78.65	\$77.31	\$76.01	\$74.04	\$72.08	\$70.77
26	\$96.88	\$86.76	\$85.45	\$84.14	\$82.83	\$81.51	\$80.22	\$78.89	\$76.93	\$74.96	\$73.65
28	\$99.81	\$89.64	\$88.33	\$87.02	\$85.71	\$84.41	\$83.09	\$81.78	\$79.81	\$77.84	\$76.54
30	\$102.78	\$92.54	\$91.22	\$89.91	\$88.60	\$87.28	\$85.97	\$84.67	\$82.69	\$80.73	\$79.41
32	\$105.88	\$95.42	\$94.10	\$92.79	\$91.48	\$90.17	\$88.86	\$87.55	\$85.58	\$83.62	\$82.31
34	\$109.05	\$98.29	\$97.00	\$95.68	\$94.37	\$93.06	\$91.74	\$90.43	\$88.46	\$86.50	\$85.18
36	\$112.32	\$101.19	\$99.87	\$98.57	\$97.25	\$95.94	\$94.63	\$93.32	\$91.36	\$89.38	\$88.08
38	\$115.69	\$104.06	\$102.76	\$101.44	\$100.14	\$98.82	\$97.52	\$96.20	\$94.23	\$92.27	\$90.96
40-64	\$119.15	\$106.97	\$105.64	\$104.34	\$103.02	\$101.71	\$100.39	\$99.09	\$97.12	\$95.15	\$93.84