

# 2006 Classified Real Estate Rate Sheet #45

## Real Estate Contract Agreements

### REAL ESTATE RATES

The unit rates *The Spokesman-Review* uses to determine the charge for advertising purchased by Real Estate Advertising Customers are based on contract type and whether space was purchased as an in-column line ad and/or column-inch format.

**CONTRACT** – *The Spokesman-Review* offers two types of contract options:

1. A contract based on units of space purchased in a 12-month contract period.
2. A contract based on dollars expended within either a 12- or 24-month contract period.

• **Space Contracts** – *The Spokesman-Review* offers two space contract options:

1. A “Monthly Earned Rate” contract based on rates that relate to the number of lines purchased in any one month of a contract period.
2. An “Annual Bulk-Space Earned Rate” contract based on lines purchased over the course of a one-year contract.

Both of these options are subject to discounts and miscellaneous conditions as outlined in Classified Rate Card #45.

- **Dollar Volume Contract** – *The Spokesman-Review* offers either a 12-month or a 24-month option. The 12-month agreement rates offer the Advertiser discounts for repeat insertions (MIDs) within a seven-day period. The 24-month rates are non-discountable, and offer the Advertiser a lower flat rate in place of discounts. The one-year and two-year contract agreements are subject to miscellaneous conditions as outlined in Classified Rate Card #45.
- **Contract Fulfillment** – If the Real Estate Advertising Customer’s advertising space dollar expenditures exceed the amount originally contracted they may earn a lower rate. The lower earned rate will be limited to six levels lower on the space contract and two levels lower on the revenue contract. In the event that the Advertising Customer does not fulfill their space or dollar contract minimum, the actual earned rate will be charged for all previous contract transactions.

**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 Real Estate 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 inch of an ICD ad counts as 9 lines toward fulfillment of a space contract. **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).

- Space Contracts – Space Contract holders must sign a separate contract for ROP advertising. Please see your Account Executive for rates and further information.
- Dollar Volume Contract – Dollar Volume Contract holders have ROP advertising rates built into their agreement. Please see page 4 of this sheet for rate information.

## 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 brand new publication that includes advertorial and advertising about health and lifestyle in our area. This new product is distributed in The Spokesman-Review to targeted areas. Please call 459-5081 or your Account Executive for current rates, deadlines and details.

## ONLINE ADVERTISING

**SpokesmanReview.com** is the #1 news and information website in the Inland Northwest receiving over 3.2 million pageviews and 250,000 unique visitors each month.

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. Contact your Account Executive today.

**Ad Mail** – Sending and receiving email is one of the most popular activities on the internet. We have compiled a list of potential customers who would like to receive notices and special offers from your business. You can reach thousands of local customers for a cost of 7 cents each!

**Print2Web** – For as little as \$30 you can reach over 250,000 unique visitors by posting your print ad online.

To learn more about these and other services offered online at **Spokesman-Review.com** visit <http://www.spokesmanreview.com/advertising> or call our Online Editor at (509) 459-5014. 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](http://www.spokesmanreview.com/advertising) and ask to be notified about new products.



# Classified Real Estate Rates

## MONTHLY OR ANNUAL SPACE PLAN

The Advertiser selects a monthly or yearly contract agreement to use a minimum number of lines. If the Advertiser sufficiently exceeds the agreement, they can earn a lower rate up to six brackets lower on the Rate Card than contracted. Should the Advertiser use fewer lines than contracted, a higher rate (the actual earned rate) will be applied for lines run. Space plan agreements qualify for Multiple Insertion Discounts. See Classified Rate Card #45 for additional information.

## THE COMMITMENT LEVEL

The Advertiser must commit to at least 90 lines per month for monthly contracts and 300 lines for annual contracts. Each inch of a Display Ad counts as 11 lines towards contract fulfillment.

## MONTHLY-EARNED CONTRACT RATES

Annual Contract Lines Monthly	Daily Liner	Display Ad Per-Inch	Sat/Sun Liner	Sat/Sun Display Ad Per-Inch
90	\$2.17	\$31.75	\$2.51	\$36.64
120	\$2.15	\$31.45	\$2.45	\$36.34
210	\$2.07	\$30.38	\$2.42	\$35.58
420	\$2.05	\$30.07	\$2.39	\$34.96
600	\$2.04	\$29.62	\$2.38	\$34.35
810	\$2.03	\$29.47	\$2.36	\$34.19
1,200	\$2.02	\$29.32	\$2.35	\$34.05
1,620	\$2.00	\$29.01	\$2.32	\$33.44
2,520	\$1.99	\$28.85	\$2.29	\$33.28
4,020	\$1.97	\$28.70	\$2.28	\$32.97
5,520	\$1.95	\$28.55	\$2.26	\$32.82
7,020	\$1.93	\$28.39	\$2.22	\$32.52
8,520	\$1.92	\$28.25	\$2.21	\$32.37
10,020	\$1.92	\$27.94	\$2.20	\$32.06



## ANNUAL BULK-SPACE CONTRACT RATES

One-Year Contract Lines Yearly	Daily Liner	Display Ad Per-Inch	Sat/Sun Liner	Sat/Sun Display Ad Per-Inch
300 lines	\$2.75	\$38.48	\$3.17	\$44.28
500 lines	\$2.74	\$38.32	\$3.15	\$44.13
700 lines	\$2.73	\$38.17	\$3.12	\$43.67
1,500 lines	\$2.70	\$37.71	\$3.11	\$43.51
2,500 lines	\$2.69	\$37.56	\$3.09	\$43.20
5,000 lines	\$2.67	\$37.25	\$3.08	\$43.05
7,500 lines	\$2.63	\$36.95	\$3.04	\$42.60

## 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 rates apply to all contract options. Ads run within the Sunday Real Estate section will receive 50% off the normal color rates below.

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

## ILLUSTRATED CLASSIFIED DISPLAY (ICD) DEADLINES

	Reservations/Cancellations		
	Reservations One-Proof Service	Size Changes No-Proof Service	Final Copy Corrections
Monday	Thurs. 12 p.m.	Fri. 10 a.m.	Fri. 2 p.m.
Tuesday	Fri. 12 p.m.	Mon. 10 a.m.	Mon. 2 p.m.
Wednesday	Mon. 12 p.m.	Tues. 10 a.m.	Tues. 2 p.m.
Thursday	Tues. 12 p.m.	Wed. 10 a.m.	Wed. 2 p.m.
Friday-Color	Mon. 12 p.m.	Wed. 12 p.m.	Wed. 3 p.m.
Friday-B&W	Wed. 12 p.m.	Thurs. 10 a.m.	Thurs. 2 p.m.
Saturday-Color	Tues. 12 p.m.	Thurs. 10 a.m.	Thurs. 2 p.m.
Saturday-B&W	Thurs. 12 p.m.	Fri. 10 a.m.	Fri. 11 a.m.
Sunday-Color	Mon. 12 p.m.	Wed. 12 p.m.	Wed. 12 p.m.
Sunday-B&W	Tues. 12 p.m.	Thurs. 10 a.m.	Thurs. 11 a.m.

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## Dollar Volume Plan

The Spokesman-Review has provided our Real Estate Advertisers with dollar volume pricing options that provide lower advertising unit pricing. Contract levels begin at \$125,000 for a one-year agreement and \$200,000 per year for two-year agreements. Rates published below are for the first year of the contract only.

### DISCOUNTABLE 1-YEAR RATE PLAN

#### CLASSIFIED RATES

One-Year Commitment	Daily Liner	Display Ad Per-Inch	Sat/Sun Liner	Sat/Sun Per-Inch
\$125,000	\$2.06	\$28.85	\$2.35	\$32.82
\$150,000	\$2.02	\$28.25	\$2.30	\$32.22
\$200,000	\$1.95	\$27.33	\$2.22	\$31.15
\$250,000	\$1.90	\$26.57	\$2.16	\$30.23
\$300,000	\$1.82	\$25.49	\$2.07	\$29.01
\$350,000	\$1.74	\$24.43	\$2.00	\$27.94
\$400,000	\$1.66	\$23.21	\$1.90	\$26.57
\$450,000	\$1.58	\$22.14	\$1.80	\$25.19
\$500,000	\$1.50	\$20.92	\$1.71	\$23.96

#### ROP RATES

One-Year Commitment	Daily	Sat.	Sun.	Food Full-Run
\$125,000	\$41.71	\$45.89	\$52.56	\$50.05
\$150,000	\$40.89	\$44.97	\$51.51	\$49.06
\$200,000	\$39.65	\$43.62	\$49.96	\$47.58
\$250,000	\$38.46	\$42.31	\$48.46	\$46.16
\$300,000	\$36.92	\$40.61	\$46.52	\$44.31
\$350,000	\$35.44	\$38.99	\$44.67	\$42.54
\$400,000	\$33.67	\$37.04	\$42.44	\$40.42
\$450,000	\$32.00	\$35.19	\$40.30	\$38.39
\$500,000	\$30.39	\$33.44	\$38.28	\$36.47

#### MULTIPLE INSERTION DISCOUNT (MID)

A substantial discount on space charges is available to contract Advertisers who order repeat insertions of an advertisement within a seven-day period starting on the first day of insertion. MIDs do not apply to color charge ads utilizing the newspaper's Charity, Political or Business Organization rates, nor to ads placed in Pinch, Minimum size for qualifying ads is four column inches for the seven-day period. Any combination of full-run daily, Saturday and Sunday ads, along with ads placed in The Voice sections, Food Section or other products, except Pinch, qualifies for this program. Camera-ready, pick-up ads qualify for Multiple Insertion Discounts, even with a changed message as long as the ad size remains the same.

#### 7-DAY WINDOW (min. 4 inches)

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

### NON-DISCOUNTABLE 2-YEAR RATE PLAN

#### FLAT RATE PROGRAM

The Flat Rate Program waives the discount options in favor of receiving a low discounted net rate. The Flat Rate Program is not subject to the Multiple Insertion Discount (MID). The agency discount and zoned ROP (Voice products) discounts will still be applicable to the Advertiser. Rates shown for two-year agreements are only for the first year of the contract.

#### CLASSIFIED RATES

Two-Year Commitment	Daily Liner	Display Ad Per-Inch	Sat/Sun Liner	Sat/Sun Per-Inch
\$200,000	\$1.44	\$20.15	\$1.65	\$23.05
\$300,000	\$1.41	\$19.84	\$1.61	\$22.59
\$400,000	\$1.37	\$19.24	\$1.56	\$21.83
\$500,000	\$1.33	\$18.62	\$1.52	\$21.22
\$600,000	\$1.27	\$17.87	\$1.46	\$20.31
\$700,000	\$1.22	\$17.10	\$1.39	\$19.55
\$800,000	\$1.17	\$16.34	\$1.33	\$18.62
\$900,000	\$1.10	\$15.42	\$1.26	\$17.71
\$1,000,000	\$1.05	\$14.66	\$1.20	\$16.79

#### ROP RATES

Two-Year Commitment	Daily	Sat.	Sun.	Food Full-Run
\$200,000	\$32.47	\$35.72	\$40.93	\$38.97
\$300,000	\$31.84	\$35.01	\$40.11	\$38.20
\$400,000	\$30.87	\$33.80	\$38.90	\$37.05
\$500,000	\$29.95	\$32.94	\$37.73	\$35.95
\$600,000	\$28.74	\$31.62	\$36.22	\$34.50
\$700,000	\$27.60	\$30.36	\$34.78	\$33.12
\$800,000	\$26.22	\$28.84	\$33.05	\$31.46
\$900,000	\$24.88	\$27.41	\$31.39	\$29.89
\$1,000,000	\$23.67	\$26.04	\$29.82	\$28.39

### ZONED PRODUCT AND PINCH RATES

#### ZONED ROP RATES

Real Estate Partnership contract holders are eligible for the following zoned ROP rates. These rates are eligible for a 15% Multiple Zone Discount, as described in the Retail Rate Card #45.

Zoned Rates	All Voice (Thur.)	North Voice	South Voice	Valley Voice (Thur.)	Valley Voice (Sat.)	North Idaho Daily	North Idaho Wed	North Idaho Sat.	North Idaho Sun.
All levels	\$35.82	\$17.45	\$13.36	\$11.44	\$12.05	\$17.76	\$20.88	\$20.95	\$25.94