

2007 Retail Rate Sheet #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
\$1,000	\$57.00	\$71.04	\$65.96	\$73.36	\$79.65	\$61.61
\$2,500	\$56.52	\$70.43	\$65.41	\$72.75	\$79.00	\$61.09
\$5,000	\$55.08	\$68.65	\$63.73	\$70.90	\$76.98	\$59.53
\$10,000	\$52.67	\$65.66	\$60.95	\$67.79	\$73.62	\$56.93
\$20,000	\$49.95	\$62.26	\$57.82	\$64.30	\$69.82	\$53.99
\$25,000	\$49.76	\$62.02	\$57.59	\$64.05	\$69.54	\$53.78
\$50,000	\$48.99	\$61.07	\$56.70	\$63.06	\$68.47	\$52.96
\$75,000	\$48.48	\$60.41	\$56.10	\$62.40	\$67.76	\$52.40

Voice-Zoned Products

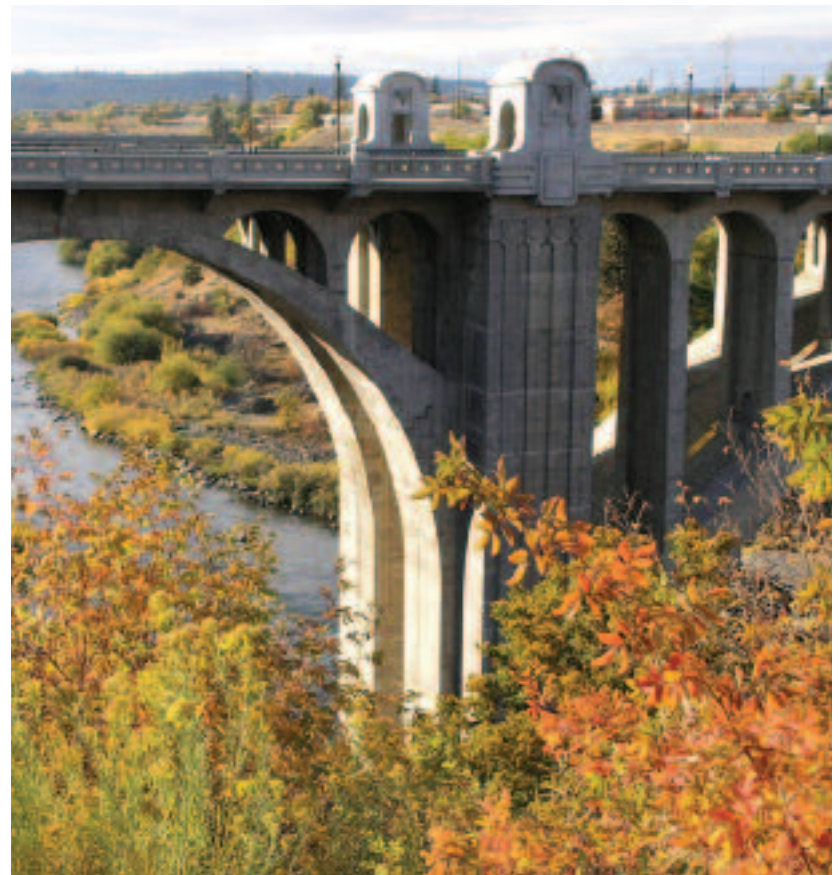
Contract Level	All Voices Thursday	North Voice	South Voice	Valley Voice Thursday	Valley Voice Saturday
\$1,000	\$42.87	\$21.15	\$15.29	\$13.98	\$18.46
\$2,500	\$42.50	\$20.97	\$15.16	\$13.87	\$18.32
\$5,000	\$41.42	\$20.44	\$14.76	\$13.53	\$17.85
\$10,000	\$39.62	\$19.55	\$14.13	\$12.93	\$17.07
\$20,000	\$37.57	\$18.53	\$13.39	\$12.26	\$16.20
\$25,000	\$37.43	\$18.46	\$13.34	\$12.22	\$16.14
\$50,000	\$36.85	\$18.18	\$13.13	\$12.03	\$15.88
\$75,000	\$36.45	\$17.99	\$13.01	\$11.90	\$15.72

Voice Combo

Contract Level	North & South Voice	Valley & North Voice	Valley & South Voice	Valley & North Idaho Daily	Valley & North Idaho Saturday
\$1,000	\$30.97	\$29.87	\$24.89	\$25.74	\$31.85
\$2,500	\$30.71	\$29.62	\$24.67	\$25.53	\$31.60
\$5,000	\$29.92	\$28.88	\$24.05	\$24.89	\$30.79
\$10,000	\$28.62	\$27.61	\$23.00	\$23.80	\$29.46
\$20,000	\$27.14	\$26.18	\$21.81	\$22.57	\$27.94
\$25,000	\$27.03	\$26.08	\$21.73	\$22.48	\$27.84
\$50,000	\$26.61	\$25.67	\$21.38	\$22.13	\$27.39
\$75,000	\$26.35	\$25.42	\$21.18	\$21.91	\$27.10

Idaho

Contract Level	North Idaho Daily	North Idaho Wednesday	North Idaho Saturday	North Idaho Sunday
\$1,000	\$16.30	\$18.95	\$19.01	\$23.56
\$2,500	\$16.17	\$18.79	\$18.85	\$23.36
\$5,000	\$15.76	\$18.31	\$18.38	\$22.77
\$10,000	\$15.07	\$17.51	\$17.57	\$21.77
\$20,000	\$14.29	\$16.62	\$16.67	\$20.64
\$25,000	\$14.23	\$16.55	\$16.61	\$20.57
\$50,000	\$14.03	\$16.29	\$16.34	\$20.24
\$75,000	\$13.86	\$16.13	\$16.17	\$20.04



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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	\$46.67	\$46.36	\$45.75	\$45.15	\$43.63	\$42.93	\$42.46	\$41.99	\$41.47
04	\$52.25	\$51.91	\$51.23	\$50.56	\$48.87	\$48.07	\$47.55	\$47.02	\$46.51
06	\$55.65	\$55.29	\$54.56	\$53.85	\$52.04	\$51.19	\$50.64	\$50.09	\$49.58
08	\$59.00	\$58.61	\$57.83	\$57.07	\$55.15	\$54.27	\$53.68	\$53.10	\$52.59
10	\$62.24	\$61.83	\$61.02	\$60.21	\$58.19	\$57.25	\$56.63	\$56.01	\$55.40
12	\$65.66	\$65.23	\$64.38	\$63.53	\$61.39	\$60.39	\$59.75	\$59.09	\$58.48
14	\$66.97	\$66.53	\$65.67	\$64.80	\$62.62	\$61.62	\$60.98	\$60.27	\$59.66
16	\$68.31	\$67.86	\$66.98	\$66.10	\$63.88	\$62.85	\$62.17	\$61.48	\$60.86
18	\$69.69	\$69.24	\$68.32	\$67.41	\$65.15	\$64.10	\$63.41	\$62.72	\$62.11
20	\$71.06	\$70.60	\$69.69	\$68.75	\$66.45	\$65.38	\$64.67	\$63.96	\$63.35
22	\$73.20	\$72.72	\$71.78	\$70.82	\$68.44	\$67.34	\$66.61	\$65.89	\$65.38
24	\$75.39	\$74.90	\$73.93	\$72.94	\$70.49	\$69.36	\$68.62	\$67.85	\$67.24
26	\$77.66	\$77.16	\$76.14	\$75.13	\$72.61	\$71.44	\$70.64	\$70.18	\$69.62
28	\$79.99	\$79.47	\$78.44	\$77.39	\$74.79	\$73.59	\$72.80	\$72.42	\$72.11
30	\$82.40	\$81.87	\$80.78	\$79.72	\$77.03	\$75.80	\$74.98	\$74.52	\$74.32
32	\$84.86	\$84.31	\$83.21	\$82.10	\$79.36	\$78.07	\$77.23	\$76.78	\$76.57
34	\$87.40	\$86.84	\$85.70	\$84.57	\$81.71	\$80.41	\$79.53	\$79.17	\$78.97
36	\$90.03	\$89.44	\$88.27	\$87.10	\$84.17	\$82.82	\$81.93	\$81.57	\$81.37
38	\$92.73	\$92.12	\$90.91	\$89.71	\$86.70	\$85.30	\$84.37	\$84.02	\$83.81
40-64	\$95.50	\$94.89	\$93.65	\$92.40	\$89.30	\$87.87	\$86.91	\$86.56	\$86.15