

2007 Retail Rate Sheet \$100,000+ #46

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

(ROP) Full-Run Products

Contract Level	Daily	Wed	Sat	Sun	Food Full-Run	Food Spokane County
\$100,000	\$47.39	\$59.07	\$54.85	\$61.00	\$66.23	\$51.22
\$150,000	\$47.23	\$58.87	\$54.66	\$60.79	\$66.01	\$51.06
\$200,000	\$47.08	\$58.67	\$54.48	\$60.59	\$65.80	\$50.88
\$250,000	\$46.95	\$58.52	\$54.34	\$60.44	\$65.63	\$50.73
\$300,000	\$46.82	\$58.36	\$54.19	\$60.27	\$65.44	\$50.61
\$350,000	\$46.69	\$58.19	\$54.04	\$60.10	\$65.27	\$50.47
\$400,000	\$46.54	\$58.01	\$53.86	\$59.90	\$65.05	\$50.31
\$500,000	\$46.07	\$57.42	\$53.32	\$59.29	\$64.37	\$49.79
\$750,000	\$43.61	\$54.36	\$50.46	\$56.12	\$60.95	\$47.13
\$1,000,000	\$40.71	\$50.72	\$47.10	\$52.40	\$56.89	\$43.99

Idaho

Contract Level	North Idaho Daily	North Idaho Wed	North Idaho Sat	North Idaho Sun
\$100,000	\$13.56	\$15.76	\$15.81	\$19.58
\$150,000	\$13.50	\$15.71	\$15.76	\$19.52
\$200,000	\$13.46	\$15.65	\$15.71	\$19.46
\$250,000	\$13.42	\$15.61	\$15.66	\$19.40
\$300,000	\$13.39	\$15.57	\$15.62	\$19.35
\$350,000	\$13.36	\$15.52	\$15.58	\$19.30
\$400,000	\$13.31	\$15.47	\$15.52	\$19.24
\$500,000	\$13.18	\$15.32	\$15.36	\$19.03
\$750,000	\$12.47	\$14.49	\$14.55	\$18.01
\$1,000,000	\$11.64	\$13.54	\$13.58	\$16.82

Voice-Zoned Products

Contract Level	All Voices Thurs	North Voice	South Voice	Valley Voice Thurs	Valley Voice Sat
\$100,000	\$35.65	\$17.60	\$12.70	\$11.63	\$15.36
\$150,000	\$35.53	\$17.52	\$12.66	\$11.59	\$15.32
\$200,000	\$35.40	\$17.47	\$12.62	\$11.56	\$15.26
\$250,000	\$35.31	\$17.42	\$12.59	\$11.53	\$15.21
\$300,000	\$35.21	\$17.38	\$12.56	\$11.50	\$15.18
\$350,000	\$35.12	\$17.34	\$12.53	\$11.46	\$15.13
\$400,000	\$35.01	\$17.27	\$12.48	\$11.43	\$15.09
\$500,000	\$34.65	\$17.11	\$12.35	\$11.31	\$14.93
\$750,000	\$32.79	\$16.18	\$11.69	\$10.70	\$14.14
\$1,000,000	\$30.61	\$15.11	\$10.92	\$10.00	\$13.20

Voice Combo

Contract Level	North & South Voice	Valley & North Voice	Valley & South Voice	Valley & North Idaho Daily	Valley & North Idaho Sat
\$100,000	\$25.76	\$24.85	\$20.69	\$21.41	\$26.50
\$150,000	\$25.65	\$24.75	\$20.61	\$21.33	\$26.42
\$200,000	\$25.58	\$24.67	\$20.55	\$21.27	\$26.33
\$250,000	\$25.51	\$24.60	\$20.50	\$21.21	\$26.23
\$300,000	\$25.45	\$24.54	\$20.45	\$21.15	\$26.17
\$350,000	\$25.39	\$24.48	\$20.39	\$21.10	\$26.10
\$400,000	\$25.29	\$24.40	\$20.33	\$21.03	\$26.02
\$500,000	\$25.03	\$24.15	\$20.11	\$20.82	\$25.74
\$750,000	\$23.68	\$22.85	\$19.03	\$19.71	\$24.38
\$1,000,000	\$22.12	\$21.33	\$17.78	\$18.39	\$22.76



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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	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000	\$500,000	\$750,000	\$1,000,000
Single Sheet/02	\$46.67	\$39.35	\$38.30	\$37.25	\$36.20	\$35.15	\$34.10	\$33.05	\$31.48	\$29.90	\$28.85
04	\$52.25	\$44.10	\$43.05	\$42.00	\$40.95	\$39.90	\$38.85	\$37.80	\$36.22	\$34.65	\$33.60
06	\$55.65	\$47.46	\$46.41	\$45.36	\$44.31	\$43.26	\$42.21	\$41.16	\$39.58	\$38.01	\$36.95
08	\$59.00	\$50.83	\$49.78	\$48.73	\$47.67	\$46.62	\$45.57	\$44.52	\$42.95	\$41.37	\$40.32
10	\$62.24	\$54.19	\$53.14	\$52.09	\$51.04	\$49.99	\$48.94	\$47.88	\$46.31	\$44.73	\$43.68
12	\$65.66	\$57.56	\$56.51	\$55.46	\$54.41	\$53.36	\$52.31	\$51.26	\$49.67	\$48.10	\$47.05
14	\$66.97	\$57.97	\$56.92	\$55.87	\$54.81	\$53.76	\$52.71	\$51.66	\$50.09	\$48.51	\$47.46
16	\$68.31	\$58.56	\$57.50	\$56.44	\$55.38	\$54.32	\$53.25	\$52.18	\$50.59	\$49.00	\$47.94
18	\$69.69	\$60.29	\$59.24	\$58.18	\$57.13	\$56.08	\$55.03	\$53.98	\$52.41	\$50.83	\$49.78
20	\$71.06	\$62.60	\$61.55	\$60.50	\$59.45	\$58.40	\$57.34	\$56.29	\$54.71	\$53.14	\$52.09
22	\$73.20	\$64.91	\$63.86	\$62.81	\$61.76	\$60.71	\$59.66	\$58.61	\$57.03	\$55.46	\$54.41
24	\$75.39	\$67.22	\$66.17	\$65.12	\$64.07	\$63.02	\$61.97	\$60.91	\$59.34	\$57.76	\$56.71
26	\$77.66	\$69.52	\$68.47	\$67.42	\$66.37	\$65.32	\$64.27	\$63.22	\$61.65	\$60.07	\$59.02
28	\$79.99	\$71.85	\$70.80	\$69.75	\$68.70	\$67.65	\$66.60	\$65.55	\$63.96	\$62.39	\$61.34
30	\$82.40	\$74.15	\$73.10	\$72.05	\$71.00	\$69.95	\$68.90	\$67.85	\$66.27	\$64.70	\$63.65
32	\$84.86	\$76.47	\$75.42	\$74.37	\$73.32	\$72.27	\$71.22	\$70.17	\$68.60	\$67.01	\$65.96
34	\$87.40	\$78.77	\$77.72	\$76.67	\$75.62	\$74.57	\$73.52	\$72.47	\$70.90	\$69.32	\$68.27
36	\$90.03	\$81.09	\$80.04	\$78.99	\$77.94	\$76.89	\$75.84	\$74.79	\$73.21	\$71.63	\$70.58
38	\$92.73	\$83.41	\$82.35	\$81.30	\$80.25	\$79.20	\$78.15	\$77.10	\$75.52	\$73.95	\$72.90
40-64	\$95.50	\$85.71	\$84.66	\$83.61	\$82.56	\$81.51	\$80.46	\$79.41	\$77.84	\$76.26	\$75.20