

Rate Card No. 47 • January 1, 2008 • Inland Northwest
Spokane, WA • Coeur d'Alene, ID



CLASSIFIED advertising

THE SPOKESMAN-REVIEW



2008 CLASSIFIED ADVERTISING RATES

Spokane Office
999 West Riverside Avenue
P.O. Box 2160
Spokane, WA 99210
(509)459-5005
FAX (509)459-5083
ValleyAdvertising@Spokesman.com
Advertising@Spokesman.com

Spokane Valley Office
13208 East Sprague
Spokane Valley, WA 99216
(509)927-8100
FAX (509)927-2175

Coeur d'Alene Office
608 Northwest Blvd.
Suite 200
Coeur d'Alene, ID 83814
(208)765-7105
FAX (208)765-7115
NorthIdahoAdv@Spokesman.com

Toll Free: 1-800-338-8801

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For dollar volume and preprint rates see enclosed insert.

Member:

Audit Bureau of Circulations (ABC)
Advertising Checking Bureau (ACB)
Direct Marketing Association (DMA)
International Newspaper Marketing Association (INMA)
Newspaper Association of America (NAA)
Northwest Newspaper Network (NWN)
Pacific Northwest Newspaper Advertising Executives Association (PNNAEA)
Retail Advertising Marketing Association (RAMA)
American Advertising Federation (AAF)
Spokane Advertising Federation (SAF)

Personnel

Publisher, William Stacey Cowles
Director of Marketing & Sales, Shaun O'L. Higgins
Classified Advertising Manager, Diane Bobiak
Major Accounts Manager, Mike Dixon
North Idaho & Valley Operations Manager, Bob Myklebust

Circulation

The Spokesman-Review is published every morning. Our circulation area extends north to the Canadian border, into eastern Washington into the northern Idaho Panhandle counties. The region is rich in resources that make this area one of the most dynamic markets in the nation. Spokane is the third-largest PMA in the Pacific Northwest and ranks 78th in the nation. It is the nation's 108th largest CBSA with 436,000 people. The biggest city between Minneapolis and Seattle, Spokane is located 278 miles east of Seattle, 348 miles northwest of Portland, 110 miles south of the Canadian border and 18 miles west of the Idaho border.

Your Account Executive can provide you with complete and current market details and statistics, published by the newspaper. Current market research from Belden Continuing Market Study and Scarborough also available upon request.



Cover photo illustration – Nita Bollar-Alexander

Closing Times (Deadlines)

Copy deadline for Classified In-Column liner ads is 4:00 p.m. the day prior to publication, with the following exceptions:

Weekend Automotive Liner Ads	Friday, 2:00 p.m.
Saturday & Sunday - All other.	Friday, 3:00 p.m.
Home & Yard Directory.	4:00 p.m., day prior
Automotive Service Guide	4:00 p.m., day prior
Open House Directory.	Wednesday, 3:30 p.m.
Real Estate and Rental Liner Ads	Thursday, 4:00 p.m.
	for Fri., Sat. & Sun. Insertion

Illustrated Classified Display (ICD)

	Reservations/		
	Reservations	Cancellations	Final
	One-Proof	Size Changes	Copy
	Service	No-Proof Service	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	Tues. 12 pm	Thurs. 10 a.m.	Thurs. 2 p.m.
Sunday-B&W	Thurs. 12 p.m.	Fri. 10. a.m.	Fri. 11 a.m.

Fax copies do not reproduce material that is of camera-ready quality.

Commission and Cash Discount

Local Classified Advertising rates are non-commissionable. No cash discounts. National Classified Advertising rates – 15% commission to recognized advertising agencies. No cash discounts.

Our General Advertising Policy

A.) Classified rates are offered to classified section advertisers that have a billing address or a business facility within the four-state area of Washington, Idaho, Oregon and Montana

B.) The newspaper will make every effort to accommodate advertising position requests.

C.) **The Spokesman-Review** reserves the right not to accept an Advertiser's order. Only publication of an advertisement shall constitute final acceptance.

D.) Reimbursement is available for the space occupied by an error if the newspaper is solely responsible for the mistake. The Publisher is not liable for consequential damages arising from errors or omissions of an advertisement. All requests for adjustments must be received within 60 days of publication date. Credit, if allowed, shall be for the first insertion only. No adjustment will be made where Advertiser is responsible for the error.

E.) The Advertiser agrees to protect and indemnify **The Spokesman-Review** and to hold it harmless from all liability, loss or expense, including reasonable attorney's fees, arising from the insertion or publication of the Advertiser's advertisements or preprints. This includes, but is not limited to, claims of alleged libel, unfair competition or trade practice, infringement of trademarks, trade names or patents, violation of rights of privacy and infringement of copyrights or other proprietary rights.

Terms of Payment

These rates cover only advertising space relating to the regular business in which the Advertiser is now engaged. It applies only to advertising deemed by the Publisher as Local Classified Advertising.

All local Automotive, Boats and Motors, Real Estate, Home Builders and Recruitment Advertising Run-of-Paper (ROP) ads are handled by the Classified Advertising staff.

Company Federal Tax Number is 68-0617327

Set Solid Classified Rates Classified Non-Contract Rates

Minimum Charge – three lines

One-time Open Rate – \$4.07 per line Daily, Saturday or Sunday
One-time Open Rate – \$56.89 per inch Daily, Saturday or Sunday

Frequency Rate Plan

All Rental, Employment and Financial classification advertising is charged at commercial rates. Minimum Charge – three lines per ad.

Daily, Saturday or Sunday ICD
Rate Per Line Rate Per Inch

1x - 2x	\$4.07	\$56.89
3x - 6x	\$3.64	\$51.04
7x - 10x	\$3.29	\$45.99
11x - 14x	\$3.02	\$42.36
15x - 20x	\$2.79	\$39.04
21x - 25x	\$2.60	\$36.50
26x - 30x	\$2.45	\$34.29

Lowest-earned-rate is achieved through consecutive insertions without change of copy. Advertisement may be canceled at any time during normal business hours and charge will be for the number of days run.

General Lines Rates

Open Rate – \$6.51 per line Daily, \$6.76 Saturday or Sunday
Open Rate – \$91.17 per inch Daily, \$94.63 Saturday or Sunday

Illustrated Classified Display (ICD)

Minimum Size: 4 inches. No additional charges. An ICD is an ad that has any of the following: multiple columns, special border, signature art, photo, etc.

Classified Annual Dollar Volume Contract

The Advertiser selects a yearly contract agreement. Based on yearly expenditure a lower rate may be earned up to two bracket levels. Should the advertiser not fulfill their contract level, the rate (the rate earned) will be applied. See enclosed insert for rates and commitment levels.

12-Month, Daily Contract

The Advertiser contracts to run a minimum of three lines per day on a consecutive basis. One change of copy each week will be allowed, if desired. **See enclosed insert for contract rates.**

Other Rates/Charges

Pinch TMC Rates

Pinch is a standard-page format Total Market Coverage (TMC) publication distributed on Wednesday to non-subscribers in Spokane County. When you advertise in **The Spokesman-Review** and Pinch, your ad reaches almost every home in Spokane County. Pinch copy deadline is 5 p.m. on the previous Friday.

Private Party Rates

Call the Consumer Marketing Department at 747-4422 for special Private-Party Package Rates. All Rental, Employment and Financial classification advertising is charged at Commercial Rates. Call 456-SELL (7355).

Service Directory Rates

Non-contract, commercial Advertisers may purchase a Service Directory advertisement at special seven-or 30-consecutive-day rates. Call for rates and details 456-SELL (7355).

Legal Rates

	Line	Inch
Daily only	\$3.16 per line	\$44.41 per inch
Saturday only	\$3.50 per line	\$48.99 per inch
Sunday only	\$3.50 per line	\$48.99 per inch
Thursday Valley Voice	\$.88 per line	\$12.32 per inch
Saturday Valley Voice	\$.88 per line	\$12.32 per inch
North Idaho Handle Extra	\$.88 per line	\$12.32 per inch
West Plains	\$.88 per line	\$12.32 per inch

Call 459-5121 to place your legal advertising.

Blind Box Numbers

There is a service charge of \$25 for each blind box number with an additional charge of \$40 to mail replies.

In Memorium & Card of Thanks/Lodge/Church/Charity Rates

Per day.....\$1.71 per line \$24.03 per inch

Call Consumer Marketing 747-4422 to place your advertisement.

Deaths & Funerals

Per day.....\$1.75 per line \$24.60 per inch

Call 459-5119 to place your funeral notice.

Bold Face Option

Bold face formatting is available on in-column advertisements at an additional charge of \$2 per day or \$5 for full bold.

Reverse Format Option

Reverse formatting is available for an additional \$2 per day. This requires a seven line minimum ad or \$5 for full reverse.

Border Format Option

In-column ads of seven lines or more can be bordered for a charge of \$1 per day. 2pt, 3pt or 4pt borders are available for \$2 per day. Deluxe custom borders are \$3 per day.

Photos and Logos

Photos and logos can be inserted into in-column advertisements. This requires a seven-line minimum sized ad. See page 3 for deadlines.

Classified Color Rates

Daily, Saturday or Sunday

1 color & black,
4" to 68"\$426

1 color & black,
68-1/4" to full page\$585

2 colors & black,
4" to full page\$737

3 colors & black,
4" to full page\$932

To add color to an advertisement that is picked up from another newspaper product and placed in the Pinch (TMC), add \$101 to above rates.

The Spokesman-Review uses Volume 9 of the Newspaper Association of America (NAA) Color Book.

Color rates correspond with the calendar year, not a 12-month advertising contract.

Online Advertising

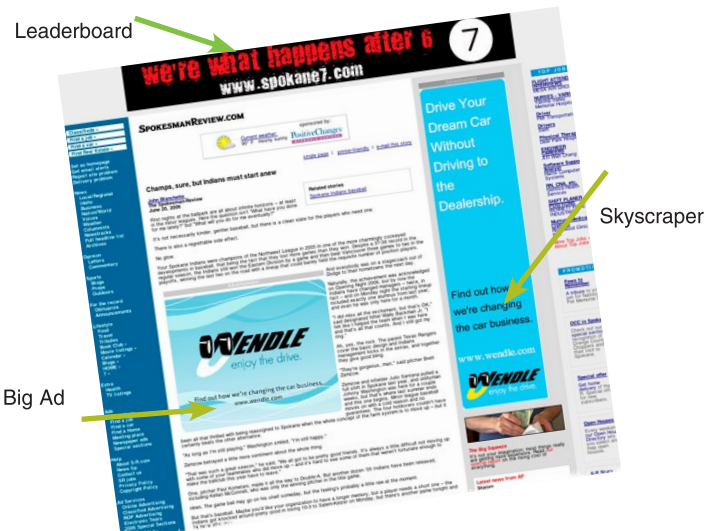
Spokesmanreview.com is the #1 news and information website in the Inland Northwest, receiving, on average, over 3 million pageviews and 450,000 unique visitors each month. Our online readers are young, educated, affluent and often make purchases online. We have a variety of programs to help local and national advertisers reach this attractive audience.

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 complement and enhance your traditional marketing efforts. We can also track and evaluate your online campaigns to help you spend your ad dollars wisely. Contact your Account Executive for details.

Run of Site Ad Rates

Impressions (pageviews)	Open Rate	Three Month 10% Discount	Six Month 15% Discount	Annual 30% Discount (non-profit rate)
10,000-40,000	\$190-\$760 mo. (19.00 CPM)			
50,000	\$875 mo. (17.50 CPM)	\$787.50 mo. (15.75 CPM)	\$744 mo. (14.88 CPM)	\$612.50 mo. (12.25 CPM)
100,000	\$1,525 mo. (15.25 CPM)	\$1,372.50 mo. (13.73 CPM)	\$1,296 mo. (12.96 CPM)	\$1,068 mo. (10.69 CPM)
200,000	\$2,650 mo. (13.25 CPM)	\$2,385 mo. (11.93 CPM)	\$2,252 mo. (11.26 CPM)	\$1,856 mo. (9.28 CPM)
300,000	\$3,450 mo. (11.50 CPM)	\$3,105 mo. (10.35 CPM)	\$2,934 mo. (9.78 CPM)	\$2,415 mo. (8.05 CPM)

- Print/online combo: 10% Discount available for active print advertisers.
- To determine cost of ad between levels, multiply number of impressions (in thousands) x CPM rate. Example: 150 x 6 month rate (12.96 CPM) = \$1,944
- Add 5% for Rich Media (dynamic) ads



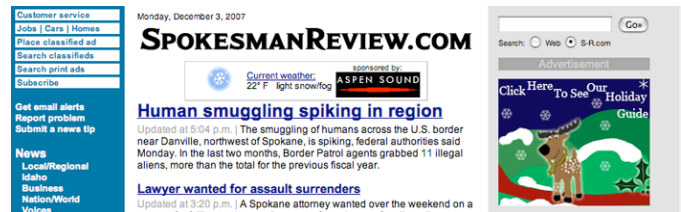
Online Video Program (Big Ad Size Only)

Impressions	Open	6 mo.	12 mo.
50,000	\$21.00 (\$1,050/mo.)	\$17.86 (\$893/mo.)	\$14.70 (\$735/mo.)
100,000	\$18.30 (\$1,830/mo.)	\$15.55 (\$1,555/mo.)	\$12.83 (\$1,283/mo.)

- Pre-produced ads can be used if sent in digital format or videos can be created for client (with additional production charges).
- Changes to videos: monthly if they're pre-produced, quarterly if produced for them

Home page ad program

S-R.com offers an exclusive ad spot on the home page sold on a per-day, flat fee basis. For \$150 per day your ad will receive between 10,000 – 20,000 pageviews. It's like having an ad on the front page of the newspaper!



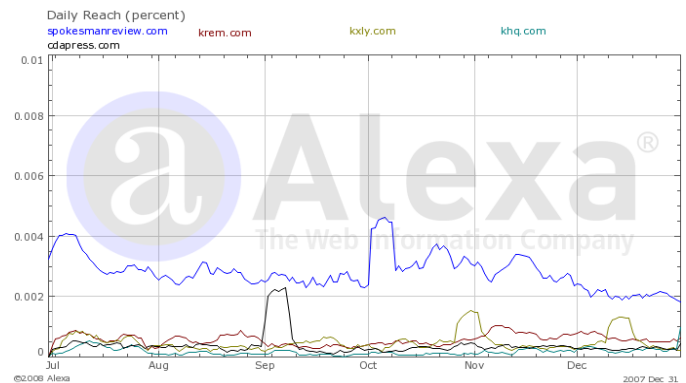
Blog advertising

S-R.com offers targeted advertising opportunities on over 35 blogs. These ad spots are sold on monthly, flat-rated programs and can provide true niche marketing solutions. Prices range from as low as \$100 per month up to \$500 per month and typically produce higher Click-Through Rates.

Classified vertical pages

Spokesmanreview.com's classified verticals (spokesmanjobs.com, spokesmanauto.com and spokesmanhomes.com) offer fantastic advertising opportunities in the space surrounding the online listings and additional content that goes along with each category. Ad packages on these pages start as low as \$50 per month.

Spokesmanreview.com web traffic towers above the competition



Source: 2007, Alexa.com.

Dollar Volume Contracts

Contract agreements provide the Advertiser with lower ROP and preprint advertising unit rates plus larger multiple insertion and full-page discounts. Contact your Account Executive for details.

Multiple Insertion Discount (MIDs)

Applies only to space charges:

1st insertion	Earned Rate
2nd insertion	20% Discount
3rd insertion	30% Discount
4th insertion	50% Discount
5th insertion	Earned Rate
Minimum size – four inches ICD		

The Multiple Insertion Discount allows the above discounts for ICD ads that are ordered and run for either two, three or four insertions within a seven day period. These discounts apply to current Contract Classified and Contract Classified ROP rates. Multiple Insertion Discounts will not apply to color-charge ads receiving page discounts, political rates or church/charity rates. Minimum size is four inches. Any mixture of full-run Daily, Saturday or Sunday ads qualifies.

Classified Depth Requirements

For a standard page, copy exceeding 172 lines will be charged as a full column, 194 lines.

For a tabloid page, copy exceeding 90 lines will be charged as a full column, 101 lines.

Special Services

Your Account Executive has detailed information about the following value-added advertising services

The Spokesman-Review offers.

- Blind Box Numbers
- Commercial Printing
- Co-op Advertising Services
- Graphic Design Services
- Photographic Services
- Marketing Services

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. Please call 459-5062 for current rates, deadlines and details.

Contract Cancellation Policies

Advertisers have until the end of the sixth month of the contract period to downgrade their contract commitment or until the end of the 11th month to upgrade their contract commitment.

Should the Advertiser desire to cancel a contract, notice of cancellation shall be given to the Publisher in writing stating the effective date. The Advertiser agrees in such case to pay at the rate earned for the space actually used during the contract period.

Contracts cancelled prior to fulfillment will be billed at the rate earned.

Special Days/Pages/Features/Products

TV Listings	Daily
Classifieds	Daily/Sunday
Business	Tuesday/Sunday
Health	Tuesday
Food	Wednesday
Pinch	Wednesday
Families (children/young adult section)	Monday
.TXT	Monday
Home	Friday
7 (entertainment/culture magazine)	Friday
Religion	Saturday
Automotive	Saturday
Stock Section/Wall Street Journal	Saturday
Your Money	Sunday
TV Week (Sunday Magazine)	Sunday
Real Estate Section	Sunday
Recruitment Section	Sunday
Outdoor and Travel	Sunday
Thanksgiving, Christmas	Added Distribution

In-Column Logos

The submission deadline for ready-to-scan artwork for in-column logos is two days prior to publication.

Mechanical Measurements

10-Column Format

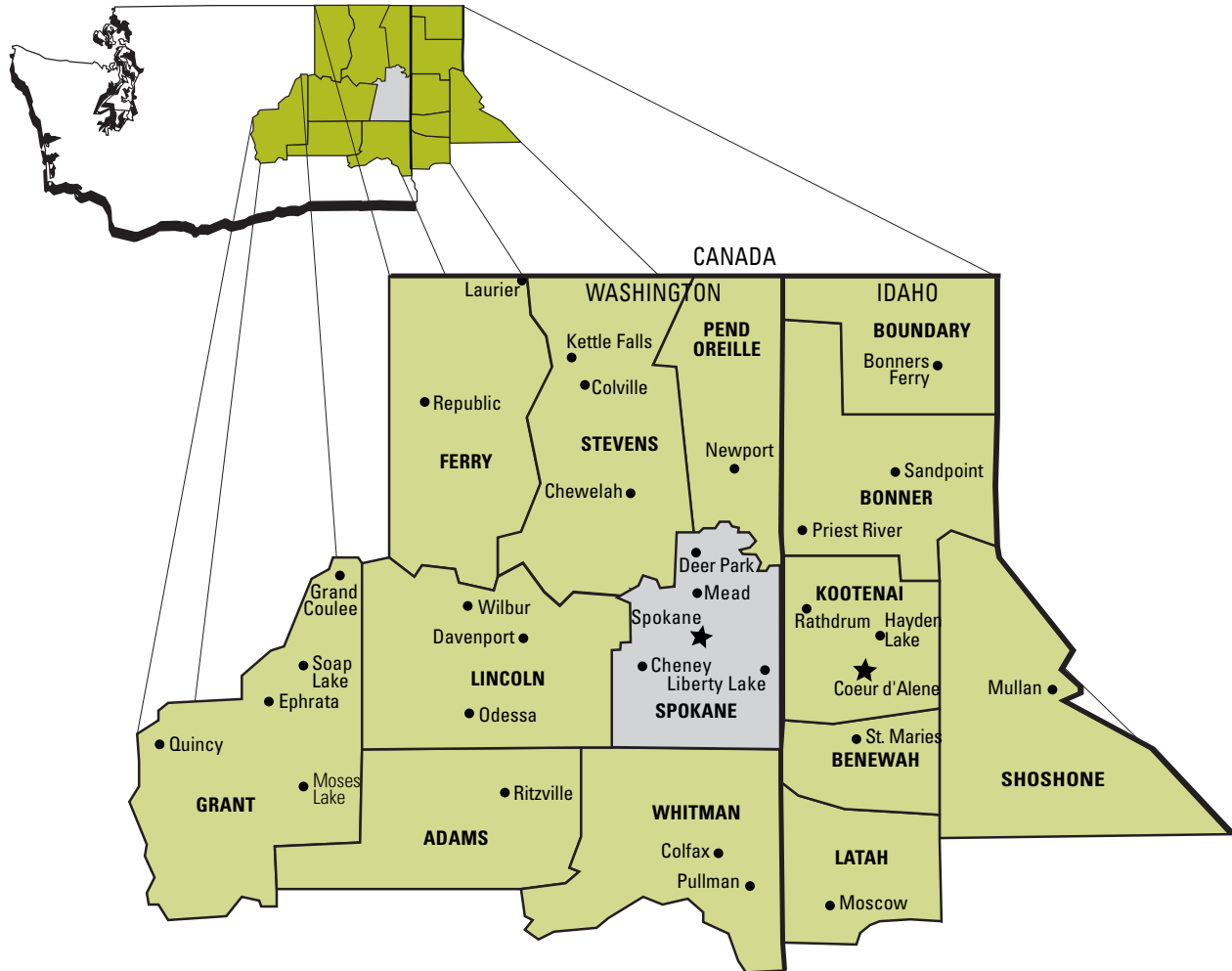
# of Columns	Inches	Picas
1	1.121	6p9
2	2.283	13p4
3	3.459	20p9
4	4.622	27p9
5	5.784	34p8
6	6.948	41p8
7	8.122	48p9
8	9.285	55p9
9	10.447	62p8
10	11.623	69p9

4-Point Column Rule

Column depth will be 21-1/2" producing 194 lines. One page, 10 columns x 21-1/2", a total of 194".



The Spokesman-Review Market Area



The Spokesman-Review's Primary Market Area (PMA) consists of 14 counties located within the Inland Northwest geographical area.

Spokane and Kootenai counties are the two largest and fastest-growing economic areas. These two counties together have about 64% of the Primary Market Area's population, 68% of the Primary Market Area's disposable income and 69% of retail sales in the Primary Market Area.

*Sales and Marketing Management 2005 Survey of Buying Power and Media Markets

Spokane County Metropolitan Area (CBSA)

	Total Adults	Reach
Market Population	338,615	100%
Daily Newspaper	148,742	43.9%
Sunday Newspaper	206,452	61 %
Combination (One Daily & One Sunday)	225,382	66.6%
Integrated Newspaper Audience	259,838	76.7%

Spokesman-Review Primary Market Area (PMA)

	Total Adults	Reach
Market Population	683,400	100%
Daily Newspaper	214,210	31.3%
Sunday Newspaper	295,614	43.3%
Combination (One Daily & One Sunday)	324,143	47.4%
Integrated Newspaper Audience	385,542	56.4%

*Scarborough Research 2007, Release 1

Spokane, WA
 (509) 459-5095
 Review Tower, 999 W. Riverside
 P.O. Box 2160 • Spokane, WA 99210-1615
 Fax: (509) 459-5156

INLAND NW CLASSIFIEDS

In print. Online. In your life. On the money.

Numerical index to classifications • Non-Contract Advertising: 456-7355

Coeur d'Alene, ID
 (208) 765-7101
 608 NW Boulevard, Suite 200
 Coeur d'Alene, ID 83814-2146
 Fax: (208) 765-7115



SPOKESMANREVIEW.COM
THE SPOKESMAN-REVIEW



NOTICES 1

- 1 Legal Notices
- 3 Legal Services
- 5 Adoptions
- 11 Death Notices
- 12 Deaths
- 13 Obituaries
- 14 Funeral Related
- 15 Cemetery Lots/Monuments
- 16 Card of Thanks
- 17 In Memoriam

Bulletin Board 19

- 19 Announcements
- 20 Lost/Stolen
- 21 Found
- 26 Special Delivery
- 27 Milestones
- 28 Personals
- 29 Telephone Talk Line
- 31 Was That You?
- 32 Transportation/Share A Ride
- 33 Lodge Meetings/Activities
- 44 Reunions
- 45 Memberships
- 46 Tickets and Travel

Financial 50

- 50 Financial Help
- 52 Money To Loan
- 54 Wanted-Money to Borrow
- 56 Contracts, Mortgages For Sale
- 58 Wanted-Contracts, Mortgages
- 60 Investments
- 70 Business Ventures

Real Estate 90

- 90 Real Estate/Financial
- 91 Real Estate Services
- 95 Homes for Sale, Area Wide
- 96 Homes for Sale, Browne's Addition
- 97 Homes for Sale, Downtown
- 98 Homes for Sale, Northwest
- 99 Homes for Sale, Nine Mile Falls
- 100 Homes for Sale, Suncrest
- 101 Area Wide
- 102 Homes for Sale, Long Lake/Lake Spokane
- 103 Homes for Sale, Northeast
- 104 Homes for Sale, Deer Park
- 105 Homes for Sale, Mead
- 106 Homes for Sale, North Spokane County
- 107 Homes for Sale, South Hill
- 108 Homes for Sale, Southeast
- 109 Homes for Sale, Southwest
- 110 Homes for Sale, South Spokane County
- 111 Homes for Sale, West
- 112 Homes for Sale, Cheney
- 113 Homes for Sale, Medical Lake
- 114 Homes for Sale, Liberty Lake
- 115 Homes for Sale, Valley
- 116 Homes for Sale, Coeur d'Alene/Hayden Lake
- 117 Homes for Sale, Post Falls/Rathdrum
- 118 Homes for Sale, Silver Valley
- 119 Homes for Sale, Bonner County
- 120 Homes for Sale, North Idaho
- 121 Real Estate, Out of State
- 122 Real Estate, Outside Spokane County/Other
- 123 Homes for Sale, Loon Lake
- 124 Senior Housing
- 125 Homes Wanted
- 127 Property Wanted
- 129 Home Builders/New Construction
- 130 Lots For Sale/Wanted

- 132 Mobile Homes, Sale/Wanted
- 134 Manufactured/Mobile Home Lots
- 136 Manufactured/Modular Homes
- 138 Duplexes For Sale
- 140 Condominiums For Sale
- 146 Income Property
- 148 Farms For Sale
- 150 Farms, Acreage Wanted
- 152 Stock Ranches
- 154 Timber Lands
- 156 Acreage
- 158 Homes and Acreage
- 160 River Property
- 162 Recreation Property, Washington
- 164 Recreation Property, Idaho
- 166 Recreation Property, General
- 167 Lake Property, General
- 168 Lake Property, Washington
- 170 Lake Property, North Idaho
- 174 Lake Property, Wanted
- 176 For Sale or Exchange

Commercial Real Estate 187

- 187 Business Opportunities
- 188 Business For Sale
- 189 Business Wanted
- 190 Industrial Land
- 191 Industrial Buildings, Sale/Lease
- 192 Retail Buildings, Sale/Lease
- 194 Office Sale/Lease/Rent
- 196 Commercial Property For Sale
- 197 Commercial Rental Property
- 198 Apartment Buildings, Sale/Wanted
- 199 Other Investment Property

Rentals 200

- 200 Vacation Rentals, Washington
- 201 Vacation Rentals, North Idaho
- 202 Vacation Rentals, Out of Area
- 203 Waterfront Lake Rental Property
- 206 Roommates Wanted
- 207 Rooms For Rent
- 208 Duplexes For Rent
- 209 Condominiums For Rent
- 210 Wanted: Apartment To Rent
- 211 Senior Housing For Rent
- 219 Rental Services
- 220 Apts. Unfurnished, Area Wide
- 221 Apts. Unfurnished, Browne's Addition
- 222 Apts. Unfurnished, Downtown
- 223 Apts. Unfurnished, Northeast
- 224 Apts. Unfurnished, Northwest
- 225 Apts. Unfurnished, Deer Park
- 226 Apts. Unfurnished, Mead
- 227 Apts. Unfurnished, South Hill
- 228 Apts. Unfurnished, Southeast
- 229 Apts. Unfurnished, Southwest
- 230 Apts. Unfurnished, Cheney
- 231 Apts. Unfurnished, West
- 232 Apts. Unfurnished, Valley
- 233 Apts. Unfurnished, Liberty Lake
- 234 Apts. Unfurnished, Kootenai County
- 236 Apts. Unfurnished, South Side
- 239 Apts. Furnished
- 240 Houses For Rent, Unfurnished
- 241 Houses For Rent With Acreage
- 242 House For Rent, Furnished
- 243 Wanted: House to Rent
- 247 Mobile Homes For Rent
- 249 Mobile Spaces For Rent
- 250 RV Spaces For Rent
- 255 Garages/Storage For Rent
- 260 Storage/Misc.

Employment 300

- 300 Job Assistance/Résumés
- 304 Earning Opportunities

- 306 Volunteers
- 309 Drivers
- 310 General
- 312 Skilled Trades
- 314 Hospitality/Service Trades
- 318 Part-Time
- 320 Seeking Employment
- 321 Employment, North Idaho
- 325 Dental
- 326 Counselors/Therapists
- 327 Healthcare/Medical
- 328 Medical Office
- 329 Customer Service
- 330 Office/Administration
- 331 Veterinary/Medical Office
- 332 Accounting/Financial
- 333 Telecommunications
- 334 Professional
- 335 Computer/High Tech
- 336 Management/Supervisors
- 337 Retail
- 338 Sales
- 345 Educational/Training
- 346 Career Guidance
- 347 Tutor/Lessons
- 348 Licensed Care
- 349 Child Care Needed
- 350 Licensed Child Care Offered
- 351 Adult Care Needed
- 352 Adult Care Offered
- 355 Home and Yard Directory
- 356 Personal and Professional Services Directory

Merchandise 400

- 400 For Sale
- 401 For Rent
- 402 Wanted
- 407 Swap/Trade
- 408 Free
- 409 Clothing
- 410 Jewelry
- 415 Baby/Children's Items
- 416 Furniture
- 417 Appliances
- 418 Sewing Machines/Vacuums
- 428 Home Electronics
- 429 Cameras and Video Equipment
- 430 Computers, Software and Games
- 436 Phones and Communication
- 437 Security Systems, Home/Office
- 438 Musical Instruments/Equipment
- 442 Books, Comic Books and Magazines
- 446 Hobbies and Collectibles
- 450 Fine Art
- 454 Antiques
- 455 Pool Tables
- 456 Personal Fitness Equipment
- 457 Home Health Aids/Equipment
- 458 Home Décor
- 459 BBQs and Picnic Gear
- 460 Lawn/Garden Supplies/Equip.
- 461 Snow and Leaf Blowers
- 462 Pools, Spas, Saunas
- 464 Home Improvement
- 474 Tools
- 476 Tool and Equipment Rentals
- 478 Building Materials
- 480 Electrical/Generators
- 481 Wood for Sale
- 482 Energy Stoves/Heating
- 483 Office Equipment/Furniture
- 484 Store Fixtures
- 485 Restaurant Equipment
- 486 Heavy Equipment
- 488 Industrial Machinery
- 492 Machinery Wanted

Auction/Garage Sales 495

- 495 Auction Sales

- 496 Estate Sales
- 497 Garage/Yard Sales
- 499 Sidewalk/Bazaar Sales

Pets 500

- 500 Dogs
- 501 Cats
- 502 Pets, Other
- 503 Pet Memorials
- 504 Pet Supplies
- 508 Horses/Equipment
- 509 Stables/Kennels
- 510 Pastures
- 511 Animal Training

Farm & Ranch 525

- 525 Farmers Market
- 526 Small Animals
- 527 Livestock
- 528 Livestock Auctions
- 529 Hay, Feed and Seed
- 530 Soil, Stone and Bark
- 531 Farm Supplies
- 535 Farm Machinery
- 537 Irrigation Equipment/Pumps
- 540 Christmas Tree/Services

Recreation 550

- 552 Sporting Goods
- 553 Outfitter/Guides
- 554 Guns/Ammo
- 556 Bicycles
- 558 Skis, Equipment
- 560 Snow Mobiles
- 562 Airplanes, etc.
- 564 Boats and Motors
- 566 Sailboats
- 567 Kayaks and Canoes
- 568 Personal Watercraft
- 570 Boat Moorage/Storage
- 571 Boat/Pontoon Rentals
- 572 All-Terrain Vehicles

Automotive STOP 600

- 600 Automotive Related
- 604 Campers/Canopies
- 606 Travel/Trailers/5th Wheels
- 608 Motor, Mini Homes
- 610 RV Rentals
- 612 RVs Wanted
- 620 Motorcycles for Sale
- 622 Motorcycles Wanted
- 625 Mopeds
- 630 Automotive Service Guide
- 635 Utility Trailers
- 640 Commercial Trucks
- 642 Truck Equip. and Access.
- 644 Autos/Trucks Wanted
- 646 Autos/Trucks Lease
- 650 Vans for Sale
- 651 Commercial Vans
- 652 Trucks for Sale 2x2
- 653 Sport-Utility Vehicles
- 654 Four-Wheel Drive Pickups
- 655 Fleet Vehicles
- 656 Specialty Vehicles
- 658 Antique Classic Vehicles
- 660 Autos for Sale