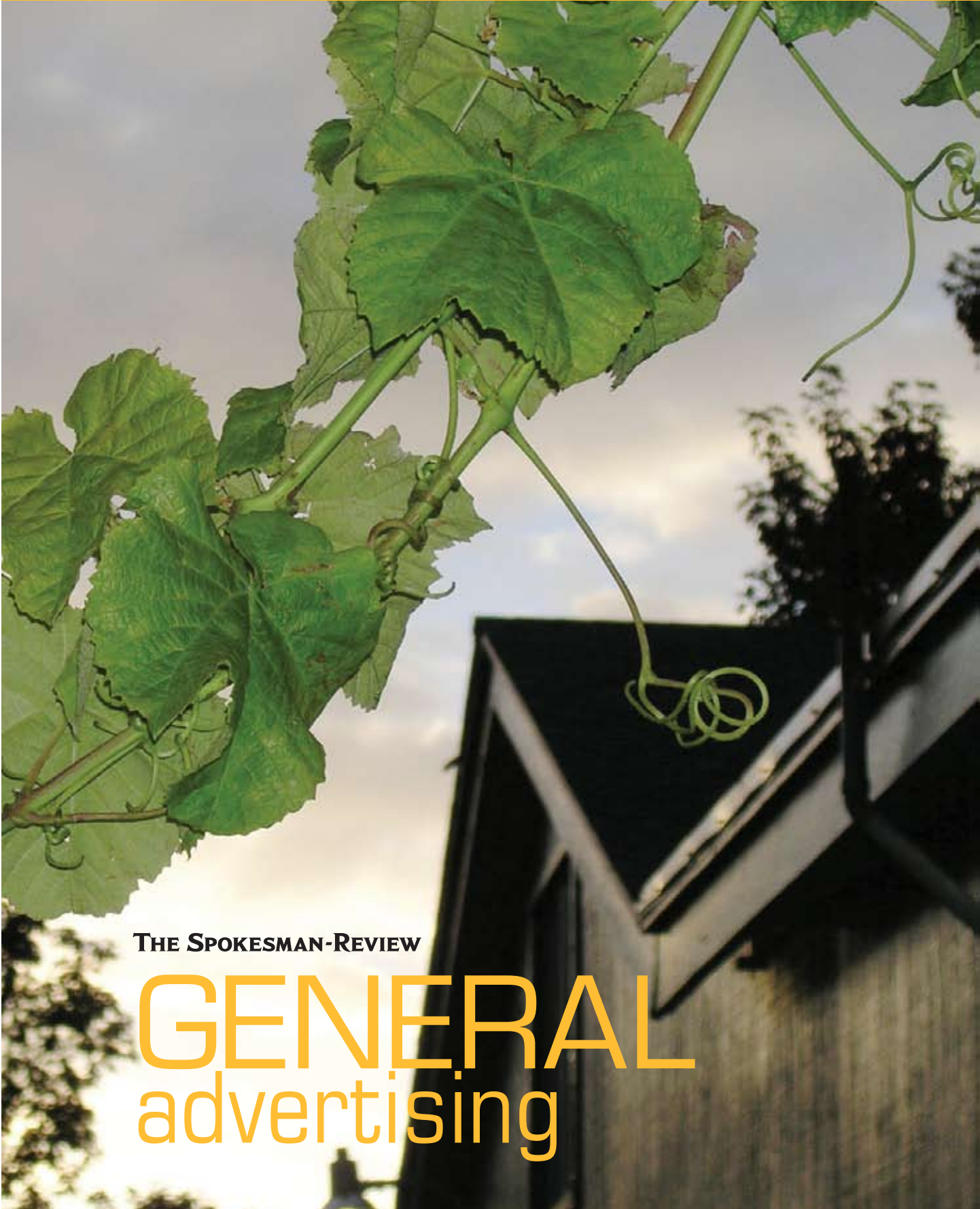


Rate Card No. 71 • January 1, 2008 • Inland Northwest

Spokane, WA • Coeur d'Alene, ID



THE SPOKESMAN-REVIEW

GENERAL advertising

2008 GENERAL ADVERTISING RATES

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

Spokane Valley Office
13208 East Sprague
Spokane, WA 99216
(509)927-8100
FAX (509)927-2175
ValleyAdvertising@Spokesman.com

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

Spokane Toll Free: 1-800-338-8801

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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)

Personnel

Publisher, William Stacey Cowles
Director of Marketing & Sales, Shaun O'L. Higgins
Major Accounts Manager, Mike Dixon

Circulation

The Spokesman-Review is published every morning. Our circulation area extends to the Canadian border on the north, into eastern Washington and 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 Art: Photo Illustration – Nita Bollar-Alexander

Our General Advertising Policy

- A.) We reserve the right to revise rates upon 30 day's notice.
 B.) Alcoholic beverage advertising is accepted. Display tobacco product advertising is not accepted.
 C.) All advertising published subject to Contract & Copy Regulations, Standard Rate & Data Service, Paragraphs 1, 2, 3, 8, 9, 10, 13, 15, 16, 17, 18, 19, 21, 22, 23, 25 and 29.
 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.
 E.) Contract fulfillment is based on net expenditure.
 F.) If an Advertiser spends more net dollars than their contract level and has reached a higher volume contract level on the rate card a lower rate will be earned. Earned rate adjustments will be limited to two contract levels above the contract commitment.
 Should the Advertiser spend fewer net dollars than contracted the higher rate actually earned will be billed at the end of the contract period.
 G.) The start date of the contract will correspond with the first day of the month the contract is received. Advertisers have until the end of the sixth month of the contract period to downgrade their contract commitment and they have until the end of the 11th month of the contract period to upgrade their contract commitment.
 Company Federal Tax ID number is 68-0617327

Commission and Cash Discount

15% to agencies; no cash discounts.

Black & White Rates

The following rates are available with a contract.

Dollar Volume Plan

Paid position, when available, is 25% additional on space rate.

Contract Level	Daily	Wednesday	Saturday	Sunday
Open Rate	\$87.82	\$109.45	\$101.62	\$113.03
\$1,000	\$87.73	\$109.35	\$101.53	\$112.93
\$2,500	\$87.59	\$109.21	\$101.39	\$112.79
\$5,000	\$87.36	\$108.98	\$101.16	\$112.56
\$10,000	\$86.89	\$108.52	\$100.70	\$112.10
\$25,000	\$85.51	\$107.13	\$99.31	\$110.71
\$50,000	\$83.19	\$104.82	\$97.00	\$108.40
\$75,000	\$80.88	\$102.51	\$94.68	\$106.09
\$100,000	\$78.57	\$100.20	\$92.37	\$103.78
\$150,000	\$73.94	\$95.57	\$87.75	\$99.15
\$200,000	\$69.32	\$90.95	\$83.12	\$94.53
\$250,000	\$64.69	\$86.32	\$78.50	\$89.90
\$300,000	\$60.07	\$81.70	\$73.87	\$85.28

Pinch (TMC)

Pinch, a total market coverage (TMC) product is distributed free each Wednesday to most Spokane County non-subscribers. An ROP advertisement may be picked up and published in Pinch. Contact your account executive for more information.

Multiple Insertion Discounts (MIDs)

A substantial discount from space charge is offered to General Advertisers for the same ad repeated within seven-day period. MID's will not apply to ads receiving Charity rate, Political rate, Business rate or Pinch (TMC) rate. Minimum size is four inches. Any mixture of full-run Daily, Saturday, Sunday or Pinch (TMC) qualifies.

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

Preprint Insertion Rates

Preprint rates for the newspaper and its TMC product are based on cost-per-thousand (cpm). All dollar expenditures apply toward fulfillment of an existing Dollar Volume contract. **See enclosed insert for contract rates.**

To determine cpm rates for preprints that exceed the 64 tabloid-page count, calculate the number of pages over 64 and multiply this number by 50 cents, then add the result to the appropriate 64-tabloid rate.

Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11") and printed on paper no less than .006 thick. All other preprinted inserts (except envelopes) are billed at tabloid-page equivalents by measuring the square inches per page, as follows:

Square Inches Per Page	Equivalent Tabloid Pages
Up to 45	Divide total pages by 4
46 - 89	Divide total pages by 2
90 - 160	Use actual page count
161+	Multiply total pages by 2

To determine a page count for envelope inserts, calculate the square inches of the envelope to identify square inches per page. Count the envelope and the total pieces enclosed to establish the number of "tabloid pages".

Minimum size for an insert is 4"x 6". Maximum, folded delivery size must be no larger than 11-3/8" x 12-1/2". Irregular, novelty or product samples must have prior written approval, from the Publisher before acceptance and delivery. Additional preprint mailing beyond the area covered by regular non-subscriber distribution is available.

We accept materials from Advertisers and printers with quantity counts subject to verification at time of insertion. We may verify count by weight, machine recording or other means at our discretion and will apprise the Advertiser of shortages. We accept responsibility for accurate counts only for inserts printed in-house.

Preprint Shipping Instructions

Truck delivery should be made directly to the receiving dock of the newspaper plant at 50 N. Madison Street, Spokane, WA 99201. Receiving service is available from 8 a.m. to 10 p.m., Monday through Saturday; not on Sundays or holidays.

Telephone: Regular Hours: (509) 459-5005

After Hours: (509) 459-5002 (Guard Station)

Preprint reservations are due on Tuesday at 5 p.m. prior to insertion for the following week (Monday-Sunday). Final deadline for receipt of inserts at the facility is Thursday, one week prior to mid-week insertion and Friday, nine days prior to Sunday insertion. Thanksgiving Day deadline is Wednesday, two weeks prior to insertion. A late charge may be assessed for late arrival of inserts.

Preprint Open Rate

Preprint rates for the newspaper and its Pinch product are based on cost per thousand (cpm). All dollar expenditures apply toward fulfillment of an existing Dollar Volume contract.

Tab Page Count	Open Rate	Any Dollar Volume Level
Single Sheet	\$56.51	\$43.85
4	\$63.29	\$49.60
6	\$67.42	\$53.68
8	\$71.46	\$57.75
10	\$75.39	\$61.83
12	\$79.53	\$65.90
14	\$81.12	\$66.41
16	\$82.75	\$67.08
18	\$84.40	\$69.21
20	\$86.08	\$72.01
22	\$88.67	\$74.82
24	\$91.33	\$77.61
26	\$94.06	\$80.42
28	\$96.90	\$83.21
30	\$99.79	\$86.02
32	\$102.80	\$88.82
34	\$105.87	\$91.62
36	\$109.05	\$94.42
38	\$112.32	\$97.22
40 to 64	\$115.68	\$100.02

To determine cpm rates for preprints that exceed the 64-tabloid

ROP Color Rates and Data

Black and White inch rate plus applicable charge

Daily or Sunday

1 color, 1" to 43"	\$519
1 color, 1" to 43" Charity rate	\$389.25
1 color, 43-1/4" to full page	\$707
2 colors, 1" to full page	\$955
3 colors, 1" to full page	\$1,209

Closing dates, Daily:Three days in advance

Sunday: Tuesday before publication

Cancellation: 10:00 a.m., two days before publication

To add color to an advertisement that is picked up from a full-run newspaper product and placed in the Pinch (TMC), add \$109 to above rates.

For Charity color rates, deduct 25% from rates in chart above. Political and Business Organization advertising is charged at normal ROP color rates.

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

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

Special ROP Units

For more information on any of the Special Sections listed here, contact your Account Executive.

Advertorial Sections

Special tabloid or standard sections are available to Advertisers to promote anniversaries, grand openings, grand re-openings and special events. Advertorial sections are also available to shopping centers for their promotions regardless of the event. There are three formats available:

- Half-page in Pinch
- Full magazine, tab or standard page
- At least two standard or four tabloid pages as a free-standing insert

Full pages (magazine, tab or standard) or Pinch section half pages will have 25% of the total space available for advertorial copy at no charge.

Island Positions

Island positions are available in the business (stock) pages for a 25% premium charge. ROP island position ads must be 3 col. x 10-1/2".

Special Services

For more information on the following services offered by **The Spokesman-Review** contact your Account Executive.

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

Online Advertising

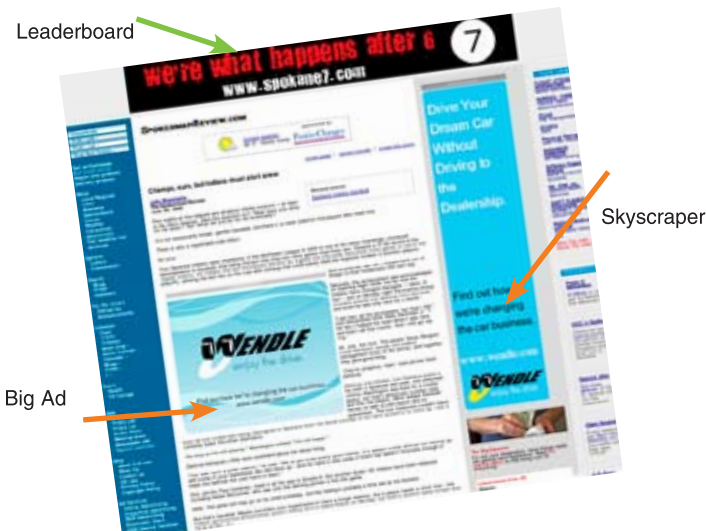
Spokesmanreview.com is the #1 news and information website in the Inland Northwest, receiving, on average, over 3 million pageviews and 450,000 unique visitors each month. Our online readers are young, educated, affluent and often make purchases online. We have a variety of programs to help local and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



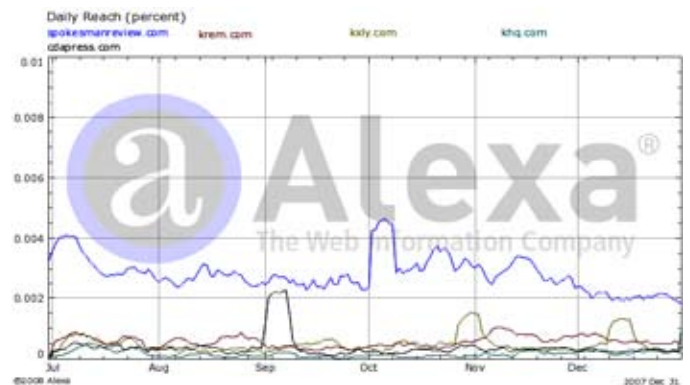
Blog advertising

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.

Special Days/Pages/Features/Products

TV Listings	Daily
Employment	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	Daily/Sunday
Outdoor and Travel	Sunday
Thanksgiving, Christmas	Added Distribution

ROP Depth Requirements

For a standard page, copy exceeding 19-1/2" in depth will be charged as a full column, 21-1/2".

For a tabloid page, copy exceeding 11" in depth will be charged as a full column, 11-1/4".

Closing/Cancellation

Closing

Mon. and Tues.	Fri. prior to publication
Wed. thru Sat.	Two days prior to publication
Sunday Outdoor & Travel	Monday noon, prior to publication
Sunday ROP	Wed. prior to publication
Color Advertising	Advance deadline 24 hours

These deadlines are for page-or-less, black and white advertisements. For multiple pages, double trucks, color ads, holidays or extensive layout work, advance the deadlines by 24 hours.

Cancellation

Monday	Friday preceding publication
Tuesday thru Saturday	10:00 a.m. preceding day
Sunday	Thursday preceding publication
Travel	Monday, Noon

Mechanical Requirements

Standard Page: 6 columns wide x 21-1/2" deep

Columns	Inches	Picas
1	1.826	10p11
2	3.791	22p9
3	5.742	34p5
4	7.707	46p3
5	9.658	57p11
6	11.623	69p9

Tabloid Page

Make-up Page: 5 Columns wide x 11-1/4" deep

Columns	Inches	Picas
1	1.826	10p11
2	3.791	22p9
3	5.742	34p5
4	7.707	46p3
5	9.658	57p11

Double Truck

Page	Inches	Picas
Standard	24.118"	144p5
Tabloid	21.489"	129p11

For a standard or tabloid, less-than-full-page double truck, gutter is charged by the number of inches deep multiplied by .364, rounded to nearest 1/4". No charge for gutter on full, tabloid double truck. There is no minimum size for a double truck but in the make-up process (based on space availability) a full double truck will have position precedence over a less-than-full double truck. First order in (of same size advertisements) takes position precedence.

Offset Reproduction Material

The Spokesman-Review prefers to receive electronic files for ads in a PDF format. These ads can be uploaded to our FTP site or stored on Omega Jaz disk (1 gb, 2 gb), Omega Zip disk (100 mb), 3.5" Floppy (1.44 mb) or CD (Compact Disc).

Macintosh files created in QuarkXpress, Macromedia Freehand, Multi-Ad Creator or Adobe Pagemaker are only accepted if submitted on one of the above-mentioned disks.

Each ad must be accompanied with a laser printout of the ad and a Disk Output Form. We consider all electronic ads "camera ready". Digital files that require manipulation by our technicians may be subject to a \$25 service charge.

In order to be sure that electronic files output properly, **The Spokesman-Review** requires digital ads to be received 24 hours earlier than published deadlines outlined above.

Also accepted are screened, duplicated negatives, prepared to make-up size dimension. Negatives should always be right-reading emulsion down. A screen of 85 to 100 lines will be accepted. Shadow tones should be no more than 85% and highlight tones should not be less than 2%.

Veloxes: Positive prints made from original screened film will be accepted for black and white ads only. Shadow tones should be no more than 80%, while highlight tones should be no less than 4%.

Special Classifications/Rates

Special rates correspond with the calendar year and not a 12-month advertising contract period.

Charity Rates

The Spokesman-Review chooses to support many charitable groups through lower advertising rates. The reduced rate (Charity rate) allows groups to publicize their cause or event to gain greater support through our newspaper audience. To qualify for the Charity rate, the group must meet all of the following guidelines:

- The group must have a documented 501c(3), 501c(4) or 501c(7) Charity status
- The group must not be an agency of the federal, state or local government
- The group's primary source of revenue must be derived from donations, dues, ticket or gate sales and must not charge fees for services rendered, i.e. tuition or medical expenses
- The products or services of the Charity group must not compete directly with for-profit groups

Charity rates are available to all qualified organizations. Advertisers must be registered as a Charity corporation in the state in which they are incorporated. These rates are non-commissionable. Advertising must meet newspaper acceptance standards.

Daily \$34.05 Wed \$42.45 Sat \$39.41 Sunday \$43.83

Preprinted inserts will receive the Dollar Volume rate. See page 4.

Business Organization Rates

Business Organization rates are available to all qualified organizations that have an office in Spokane or Kootenai counties. Advertisers must be registered as a business organization in the state in which they are incorporated. These rates are commissionable. Advertising must meet newspaper acceptance standards.

Political Rates

Political advertising includes any public issue advertising designed to influence the attitude of the general public or government officials. All political advertising must be paid in advance

Washington State Law requires that all written political advertising, whether relating to candidates or ballot propositions, include the sponsor's name and address. Advertising received from out-of-state candidates, propositions, etc., must comply with this labeling practice, even though the law in the state from which such advertising emanates may not so specify.

Since both state and federal rules governing this class of advertising are quite specific, Advertisers must be familiar with these rules as they are constantly changing. Consult a newspaper Account Executive for more detailed regulations.

It is the newspaper's rule that political copy, which obviously invites a reply from the opposition to clarify an issue, defend a charge or answer an attack, must appear in sufficient time prior to the election to allow the opposing candidates or issue sponsors to reply. Previously unpublished charges will not be accepted for publication after the Thursday prior to a Tuesday election. This plan gives the opposing candidates or sponsors the opportunity to reply.

Local, state and federal candidates and issues are charged the following commissionable rates.

Business Organization/Political Rates

Daily.....	\$61.68
Wednesday.....	\$76.88
Saturday.....	\$71.39
Sunday.....	\$86.22

Classified Rates

Line rate – \$6.51 per-line Daily, \$6.79 Saturday or Sunday

Blind Box Replies

Pick-ups.....	\$25.00
Mail-outs.....	\$40.00

Illustrated Classified Display

Minimum size is four inches. No additional charges. An ICD is any ad which has any of the following: border, signature, art, photo, etc.

ICD rate – \$90.72 per-inch Daily, \$94.16 Saturday or Sunday

Copy Deadlines

Daily Classified, 4:00 p.m., one day prior to publication

Daily ICD, 12:00 p.m., two days prior to publication

Sunday Classified copy, 3:00 p.m., Friday

Sunday & Monday ICD, 12:00 p.m., Thursday

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

Mechanical Specifications

Classified Page – 10-column format

Column Widths

# 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 215".

Top Jobs

Include your print recruitment ad online on the front page of spokesmanreview.com for 7 days for only \$50 per week.

Virtual Classifieds

Include your print classified liner ad in our searchable internet Classifieds online for just an additional \$2.50

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 5 for closing.

Sunday Comics

Advertising space is available inside the Sunday comics section. The Sunday comics are printed in advance.

All spadeafold, gatefold and tabloid rates are cost-per-thousand and are based on the most recent ABC Audit Sunday circulation figures. The rates will be quoted on a cpm basis, which includes full color.

	Open CPM Rate	3x CPM Rate	6x CPM Rate	12x CPM Rate	26x CPM Rate
Spadeafold	\$47.84	\$44.72	\$42.64	\$40.56	\$39.52
Gatefold	\$32.24	\$30.16	\$28.60	\$26.00	\$24.96
Four Tabloid	\$47.84	\$44.72	\$42.64	\$40.56	\$39.52

Mechanical Specifications

Spadeafold.....	11.125" x 20"
Gatefold.....	5.4375" x 20"
Four Tabloid.....	9.75" x 11.125"

Reservations for Sunday Comics

Six weeks ahead for order; advertising copy deadline is Friday, 30 days prior to publication.

TV Week (Sunday Magazine)

The TV Week Magazine, published each Sunday, offers complete television listings in a daily grid format. This quarter-fold publication also includes movie highlights, program features, special-interest articles, a crossword puzzle and Sudoku. For TV Week rates contact your Account Executive.

Circulation

ABC Audit Report

Daily.....	90,420
Wednesday.....	110,561
Saturday.....	105,000
Sunday.....	119,192

Source: ABC Audit Report for 12 months ended March, 2007.

Retail Closing Schedule

This schedule is for less-than-one-page, black and white advertisements. For multiple pages, double trucks, special sections, color ads, holiday or extensive layout work, advance the deadlines by 24 hours. The Publisher reserves the right to revise deadlines with 30-day's notice.

	Reservations & Materials For One-Proof Service	Reservations & Materials For No-Proof Service Ads, Digital Ads, Cancellations Or Size Changes	Final Ad Corrections
Monday – Color	Wednesday, 11 a.m.	Friday, 10 a.m.	Friday, Noon
Monday – Black & White	Wednesday, 3 p.m.	Friday, 10 a.m.	Friday, 2 p.m.
Tuesday – Today	Thursday, 11 a.m.	Friday, 4 p.m.	Monday, 10 a.m.
Tuesday – News/Sports	Thursday, 3 p.m.	Monday, 10 a.m.	Monday, 2 p.m.
Wednesday – TMC/Pinch	Wednesday, 3 p.m.	Friday, Noon	Friday, 4 p.m.
Wednesday – Food	Thursday, 3 p.m.	Monday, 4 p.m.	Tuesday, 10 a.m.
Wednesday – News/Sports	Friday, 11 a.m.	Tuesday, 10 a.m.	Tuesday, 2 p.m.
Thursday – Voice	Friday, 11 a.m.	Tuesday, Noon	Tuesday, 2 p.m.
Thursday – Today	Friday, 3 p.m.	Tuesday, 4 p.m.	Wednesday, 10 a.m.
Thursday – News/Sports/Business	Monday, 11 a.m.	Wednesday, 10 a.m.	Wednesday, 2 p.m.
Friday – 7	Monday, 3 p.m.	Wednesday, 2 p.m.	Wednesday, 4 p.m.
Friday – Today	Tuesday, 11 a.m.	Wednesday, 4 p.m.	Thursday, 10 a.m.
Friday – Home	Tuesday, 11 a.m.	Wednesday, 4 p.m.	Thursday, 10 a.m.
Friday – News/Sports/Business	Tuesday, 11 a.m.	Thursday, 10 a.m.	Thursday, 2 p.m.
Saturday – Handle Extra	Tuesday, 11 a.m.	Wednesday, 10 a.m.	Wednesday, 4 p.m.
Saturday – Automotive	Tuesday, 11 a.m.	Thursday, Noon	Thursday, 3 p.m.
Saturday – Voice/Today	Tuesday, 3 p.m.	Thursday, Noon	Thursday, 3 p.m.
Saturday – Investment Weekly	Wednesday, 9 a.m.	Thursday, 4 p.m.	Friday, 10 a.m.
Saturday – News/Sports/Business	Wednesday, 11 a.m.	Friday, 10 a.m.	Friday, 2 p.m.
Sunday – Outdoor & Travel	Monday, 9 a.m.	Monday, Noon	Tuesday, Noon
Sunday – Today/Entertainment	Tuesday, 11 a.m.	Thursday, Noon	Thursday, 3 p.m.
Sunday – Real Estate	Tuesday, 3 p.m.	Thursday, Noon	Thursday, 3 p.m.
Sunday – News/Sports	Wednesday, 11 a.m.	Friday, 10 a.m.	Friday, 2 p.m.
Sunday – Business	Tuesday, 11 a.m.	Thursday, 10 a.m.	Thursday, 2 p.m.

Closing Schedule for TV Week

Reservations/One-Proof Service, Wednesday, 5 p.m. (12 days prior to publication)
Cancellations, Wednesday, 5 p.m. (12 days prior to publication)
Final Copy Changes, Monday 3 p.m. (6 days prior to publication)

Closing Schedule for Preprints

The preprint week runs Monday through Sunday. Preprint reservations are due by Noon the Wednesday prior to the preprint week. Final deadlines for receipt of inserts at the newspaper's production plant are Thursday, one week prior to midweek insertion and Friday, nine days prior to Sunday insertion.

THE SPOKESMAN-REVIEW

999 West Riverside Avenue, P. O. Box 2160, Spokane, WA 99210
Phone: (509) 459-5005 Fax: (509) 459-5083

2008

January

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February

S	M	T	W	TH	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April

S	M	T	W	TH	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
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27	28	29	30			

May

S	M	T	W	TH	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June

S	M	T	W	TH	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

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20	21	22	23	24	25	26
27	28	29	30	31		

August

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September

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October

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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November

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16	17	18	19	20	21	22
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December

S	M	T	W	TH	F	S
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THE SPOKESMAN-REVIEW

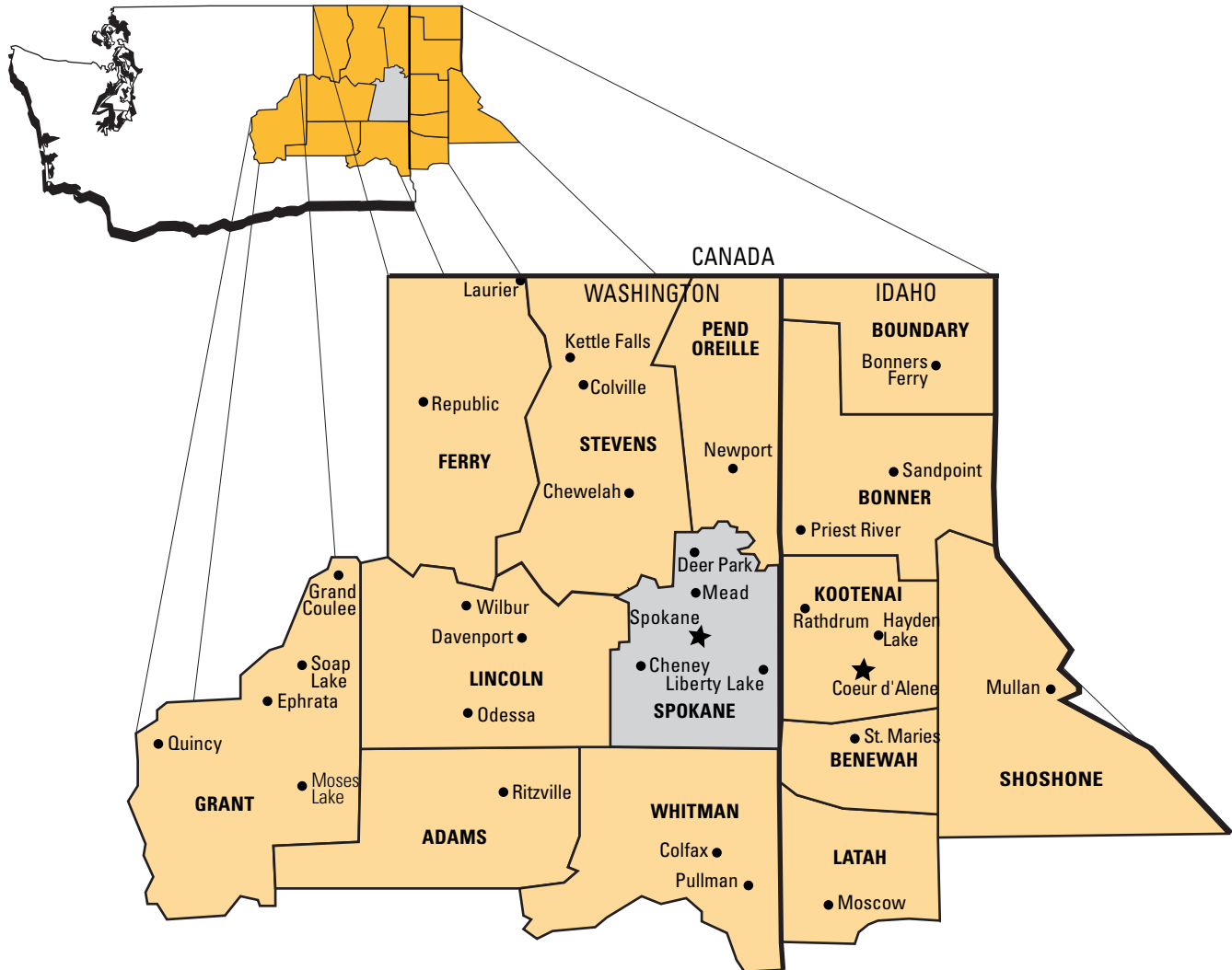
2008 Special Publications Calendar

Special Section	Distribution	Primary Content	Pub. Date	Format	Reservations
Better Health & Living	Targeted - 40,000	Health & Fitness	1/22/08	Quarter-fold	1/21/08
AwayFinder	Full Run 120,000	Travel - Winter	1/27/08	Tab	1/16/08
Auto Show	Full Run 90,000	Automotive	2/15/08	Standard	2/8/08
Career Fair Guide	Full Run - 120,000	Employment	4/6/08	Tab	3/24/08
GoGolf NW	Full Run 90,000	Golf	4/11/08	Tab	4/3/08
Kids Summer Camps	Full Run 90,000	Outdoor	4/13/08	Tab	4/4/08
Fishing Guide	Full Run 90,000	Fishing	4/17/08	Tab	4/11/08
Spring Home	Full Run 90,000	Home & Gardening	4/25/08	Standard	4/18/08
AwayFinder	Full Run 120,000	Travel - Summer	5/4/08	Tab	4/21/08
Better Health & Living	Targeted - 40,000	Health & Fitness	5/20/08	Quarter-fold	3/21/08
GoGolf NW	Full Run 90,000	Golf	5/30/08	Tab	5/23/08
GoGolf NW	Full Run 90,000	Golf	8/15/08	Tab	8/8/08
AwayFinder	Full Run 120,000	Travel - Fall	9/7/08	Tab	8/25/08
Hunting Guide	Full Run 90,000	Hunting	9/11/08	Tab	9/5/08
Fall Home	Full Run 90,000	Home & Gardening	9/26/08	Standard	9/19/08
Political Tab	Special 200,000	Elections	10/7/08	Tab	10/1/08
Auto Preview Section	Full Run 110,000	Automotive	10/22/08	Tab	10/15/08
Holiday Gift Guide	Full Run 90,000	Gifts	11/22/08	Tab	11/12/08
AwayFinder	Full Run 120,000	Travel - Ski Guide	11/23/08	Tab	11/10/08
Last Minute Gift Guide	Full Run 110,000	Gifts	12/13/08	Tab	12/1/08

For more information or to place a reservation, please call 509-459-5095



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	672,158	100%
Daily Newspaper	227,528	33.9%
Sunday Newspaper	289,980	43.1%
Combination (One Daily & One Sunday)	325,116	48.4%

*Scarborough Research 2006, Release 1