

Rate Card No. 46 • January 1, 2007 • Inland Northwest

Spokane, WA • Coeur d'Alene, ID



THE SPOKESMAN-REVIEW  
**RETAIL**  
advertising



## 2007 RETAIL 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, 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

**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 (NWNN)
- 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
- Major Accounts Manager, Mike Dixon
- Retail Sales Manager, Dan Fritts
- North Idaho & Valley Operations Manager, Bob Myklebust
- Classified Sales Manager, Diane Bobiak

### 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.



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**For dollar volume and preprint rates see enclosed insert.**

*Photo illustration – Nita Bollar-Alexander*

## 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.

	<b>Reservations &amp; Materials For One-Proof Service</b>	<b>Reservations &amp; Materials For No-Proof Service Ads, Digital Ads, Cancellations Or Size Changes</b>	<b>Final Ad Corrections</b>
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.
Tuesday – Home Section	Wednesday, 3 p.m.	Thursday, Noon	Monday, 10 a.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 – 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



## Our General Advertising Policy

A.) The newspaper will make every effort to accommodate advertising position requests. Higher priority is given to Advertisers committing to a 25% position premium.

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

C.) 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.

D.) 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.

E.) Advertising created to resemble a news story requires the word "Advertisement" at the top. Type fonts identical to those used by **The Spokesman-Review's** Editorial department are not permitted in such advertising.

F.) Retail advertising agreements are "dollar volume" and are fulfilled by the Advertiser's total net expenditure.

G.) Please refer to our Advertising Commitment Form for details about exceeding or falling short of commitment, changing commitment and commitment-effective dates.

H.) The start date of the contract will correspond with the first day of the month that the contract is received. Advertisers have until the end of the sixth month of the contract period to downgrade their contract commitment. They have until the end of the 11th month of the contract period to upgrade their contract commitment.

## Agency Discount

A discount, in lieu of commissions, is offered to eligible local advertising agencies. Call Craig Heasley at 459-5013 for details.

## Terms of Payment

All Local Retail rates are non-commissionable. Accounts are due and payable when billed, unless other credit terms are established for an Advertiser by the credit department. A delinquent account may see the following actions by **The Spokesman-Review**: Refusal of further advertising or requirement of advance payment or cancellation of the signed contract without notice. All charges for the advertising published become due and payable at the rate earned according to the newspaper's schedule of rates in such an event. The newspaper does not recognize failure to receive checked copies as a valid reason for withholding payment.

Company Federal Tax ID number is 68-0617327

## Retail Display Advertising and Preprint Rates

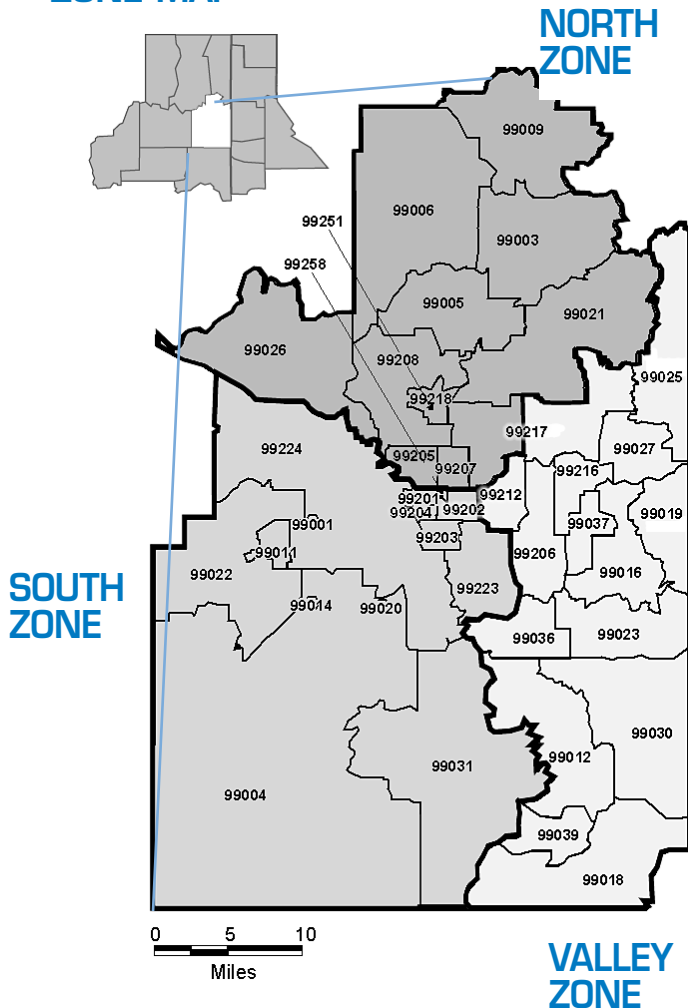
Advertisers pay the open rate for advertising space purchased without a contract. A Retail contract qualifies Advertisers for discounted full-run and zoned rates. All expenditures, with the exception of commercial work charges, apply toward fulfillment of the active revenue contract in force. **See enclosed insert for contract rates.**

While all expenditures count towards contract fulfillment, certain expenditures are excluded from earned rate calculations. Excluded expenditures include: spadeafolds, veloxes, proof alterations, commercial work, sales tax, late preprint charges, premium charges (other than paid position) and blind box numbers.

	Retail Open Rate
Daily	\$64.05
Wednesday	\$79.83
Saturday	\$74.11
Sunday	\$82.43
Food Full-Run	\$89.51
Food Spokane County	\$69.23
North Idaho Daily	\$18.32
North Idaho Wednesday	\$21.30
North Idaho Saturday	\$21.37
North Idaho Sunday	\$26.46
All Voices Thursday	\$48.16
North Voice	\$23.77
South Voice	\$17.17
Valley Voice Thursday	\$15.73
Valley Voice Saturday	\$19.51



## ZONE MAP



## The Voice Zoned Sections

These Voice zoned sections are published in Spokane County each Thursday. The Valley Voice and Handle Extra (Kootenai County) are published each Saturday. All Voice sections with the exception of the Saturday Valley Voice are published in tabloid format.

### Circulation

The North Side Voice .....	27,041
The Valley Voice .....	19,477
The Saturday Valley Voice .....	*26,141
The South Side Voice .....	19,628
All Voice Zones .....	63,451

Source: SR Prima Circulation Numbers, July 20-26, 2006, \*Circulation Single Copy Product Distribution Report

## Total Market Coverage (TMC) Pinch

A Total Market Coverage (TMC) publication called Pinch is also distributed on Wednesday to most non-subscribers in Spokane County. Contact your account executive for more information.

Advertising may be ordered for full-run newspaper distribution, full run newspaper distribution plus Pinch or Wednesday Spokane County newspaper distribution plus Pinch. For nearly 100% coverage of all homes in Spokane County, a Retail advertisement may be picked up from any other newspaper product within a seven-day period and published in Pinch.

Contact your account executive for more information.

**See enclosed insert for contract rates.**

A display ad may be ordered for the Pinch only and not picked up from the newspaper. The ad will be placed in Pinch only and delivered to most non-subscribers in Spokane County.

**See enclosed insert for contract rates.**

## Holiday Added Distribution

On Thanksgiving Day **The Spokesman-Review** circulation will be increased to include weekend-only, home-delivery subscribers. There will be a 15% ROP surcharge for the added distribution.

## Zoned Product Information

Multiple-Zone Discount: When an advertisement is run in more than one zone, a 15% discount from the individual zone rate applies. **See enclosed insert for contract rates.**

### Idaho Edition

Standard pages published daily in the Idaho Edition covers the five Northern counties of Idaho.

	Circulation
Monday-Friday .....	15,560
Wednesday .....	17,966
Saturday .....	17,475
Sunday .....	21,983
Handle Extra .....	9,927

Source: SR Prima Circulation Numbers, July 20-26, 2006



## Single-Sheet and Multiple-Page Insert Program

**The Spokesman-Review** will custom print and deliver your single-sheet or multiple-page insert for a single, cost-per-thousand rate (cpm). Special options are available such as target distribution, special paper and/or ink. See your Account Executive for current rates and further details.

### Multiple Insertion Discounts (MIDs)

A substantial discount from earned rate is offered to Retail Contract Advertisers for the same ad repeated within a seven-day period starting with the first day of insertion. MIDs do not apply to color charges, ads receiving page discounts, Charity rate, Political rate, Business Organization rate or our Pinch product. Minimum ad size is four inches. Any mixture of full-run Daily, Saturday, Sunday, Voice or other products qualifies. All full-run products are considered equal for application of MIDs. For any product that is less-than-full run, the smallest distribution will receive the largest discount.

### Full-Run Advertising

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"). 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

Tab Pages	Open Rate	Tab Pages	Open Rate
2	\$46.67	22	\$73.20
4	\$52.25	24	\$75.39
6	\$55.65	26	\$77.66
8	\$59.00	28	\$79.99
10	\$62.24	30	\$82.40
12	\$65.66	32	\$84.86
14	\$66.97	34	\$87.40
16	\$68.31	36	\$90.03
18	\$69.69	38	\$92.73
20	\$71.06	40-64	\$95.50

**The Spokesman-Review** will be distributed to our full weekend and daily-only distribution on Thanksgiving Day, November 22nd.

## ROP Color Rates

	Full-Run Sunday/ Saturday	The Voice		
		One Zone	Two Zones	Three Zones
1 color + black, 1" to 43"	\$426	\$200	\$402	\$426
1 color + black, 43-1/4" to page	\$585	\$200	\$402	\$585
2 colors + black, 1" to page	\$738	\$248	\$494	\$737
3 colors + black, 1" to page	\$932	\$310	\$618	\$932

To add color to an advertisement that is picked-up from a full-run or zoned newspaper product and placed in the (TMC) Pinch add \$101 to above rates

For Charity color rates, deduct 25% from rates in above chart. 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
- 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 over 3 million pageviews and 300,000 unique visitors each month. Our online readers are young, educated, affluent and often make purchases online.

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

**Classified verticals** - We are constantly evolving our auto, employment, and real estate programs to better serve our readers and we offer many programs that allow businesses to get in front of this same audience.

To learn more about these and other services offered online at **SpokesmanReview.com** visit <http://www.spokesmanreview.com/advertising> or call our Online Marketing Manager at (509) 459-5177. 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 asked to be notified of new products.

Our printing fees for all display advertising include posting your display ad in our online website directory of today's ads.

### Sample Product Distribution

**The Spokesman-Review** has special rates for the distribution of product samples, polybags and non-traditional advertising. Call your Account Executive for details.



## Special Days/Pages/Features/Products

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

## 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 magazine that includes advertorial and advertising about health and lifestyle in our area. This product is distributed in **The Spokesman-Review** to targeted areas. Please call 459-5081 for current rates, deadlines and details.

## 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 9-1/4" in depth will be charged as a full column, 11-1/4".

## Contract and Copy Regulations

All Retail advertising contract provisions are contained in the individual display agreements or specified in this rate card. Contact your Account Executive for copies of explanation.

## 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

A full standard double truck will be billed at 266" and a full tabloid double truck at 130". 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. Standard or tabloid double truck color will be charged at full-page rate.

## Electronic Services

**The Spokesman-Review** accepts electronic ads created on Macintosh or PC platforms submitted as Acrobat (PDF) files.

**The Spokesman-Review** provides an FTP site for uploading these files. Ask your Account Executive for details.

Please provide a laser printout of each ad and an insertion order that includes customer name, ad size, run dates and color specification.

All electronic ads are considered "camera ready". Customer-created files requiring manipulation may be subject to a \$25 service charge.

Arrangements can be made to submit electronic files on disk. Ask your Account Executive for details.

## Commercial Work Charges

The Spokesman-Review will produce advertising materials that will not appear in a Spokesman-Review product at a rate of \$50 per hour with a \$25 minimum charge. These materials will be furnished in Adobe (PDF) format to the Advertiser electronically, either by e-mail, FTP or on disk. Faxed materials, or materials copied from the Internet do not produce copy that is of camera-ready quality.

Ad materials that have been printed in The Spokesman-Review will be furnished at no charge to an Advertiser upon request. These materials will be Adobe (PDF) files exactly as they appeared in a Spokesman-Review product. Any alterations that need to be made (i.e. size changes, text changes, etc.) will be charged at a rate of \$50 per hour with a \$25 minimum. Shipping charges, if required, are extra. Rates include 2-proof service on request. Additional proofs are \$25 each.

## Special Classification Rates

### Co-op Rates

If several stores band together in an advertisement using prices and product names, the rate will be an additional 25% on their ROP contract rates.

### 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 that have an office in Spokane or Kootenai counties. 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. Multi-Zone and Multiple Insert Discounts do not apply. Preprints for Charity Advertisers will be billed at the \$1,000,000 commitment level.

## Business Organization Rates

Business Organization rates, which are non-commissionable, are available to all qualified 501c(6) organizations with an office in Spokane or Kootenai counties. Advertisers must be registered as a business organization in the state in which they are incorporated. Advertising must meet newspaper acceptance standards. Multiple-Zone and Multiple Insert Discounts do not apply. Preprint for business organizations are billed at the \$1,000,000 commitment level.

## 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. Political preprints will be charged at the \$1,000,000 commitment level. Multiple-Zone Discount applies when three Voice zones are purchased. Multiple Insert Discounts do not apply. Political rates are non-commissionable.

	Charity	Business/Political
Daily	\$32.03	\$50.93
Wednesday	\$39.91	\$63.48
Saturday	\$37.06	\$58.95
Sunday	\$41.22	\$65.56
Food – Full Run	\$44.76	\$71.19
Food – Spokane County	\$34.61	\$55.06
North Idaho Daily	\$9.16	\$14.58
North Idaho Wednesday	\$10.64	\$16.94
North Idaho Saturday	\$10.68	\$17.00
North Idaho Sunday	\$13.24	\$20.81
All Voices – Thursday	\$24.09	\$38.31
North Voice	\$11.88	\$18.90
South Voice	\$8.60	\$13.66
Valley Voice- Thursday	\$7.86	\$12.51
Valley Voice – Saturday	\$9.75	\$15.51
North & South Voice	\$17.41	\$27.67
Valley & North Voice	\$16.79	\$26.69
Valley & South Voice	\$13.98	\$22.24
Valley & North Idaho Daily	\$14.46	\$23.02
Valley & North Idaho Saturday	\$17.37	\$27.64

## Private Party Rates\*

Private Party rates are available for birthday, anniversary, congratulatory, new baby, retirement, sympathy and lost animal ads.

Daily	\$32.34
Wednesday	\$39.53
Saturday	\$35.68
Sunday	\$40.81

\*Prices shown are for a 1 col. x 1" ad



# 2007

## 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
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					

## May

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		

## June

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

## July

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				

## August

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	

## September

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						

## October

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			

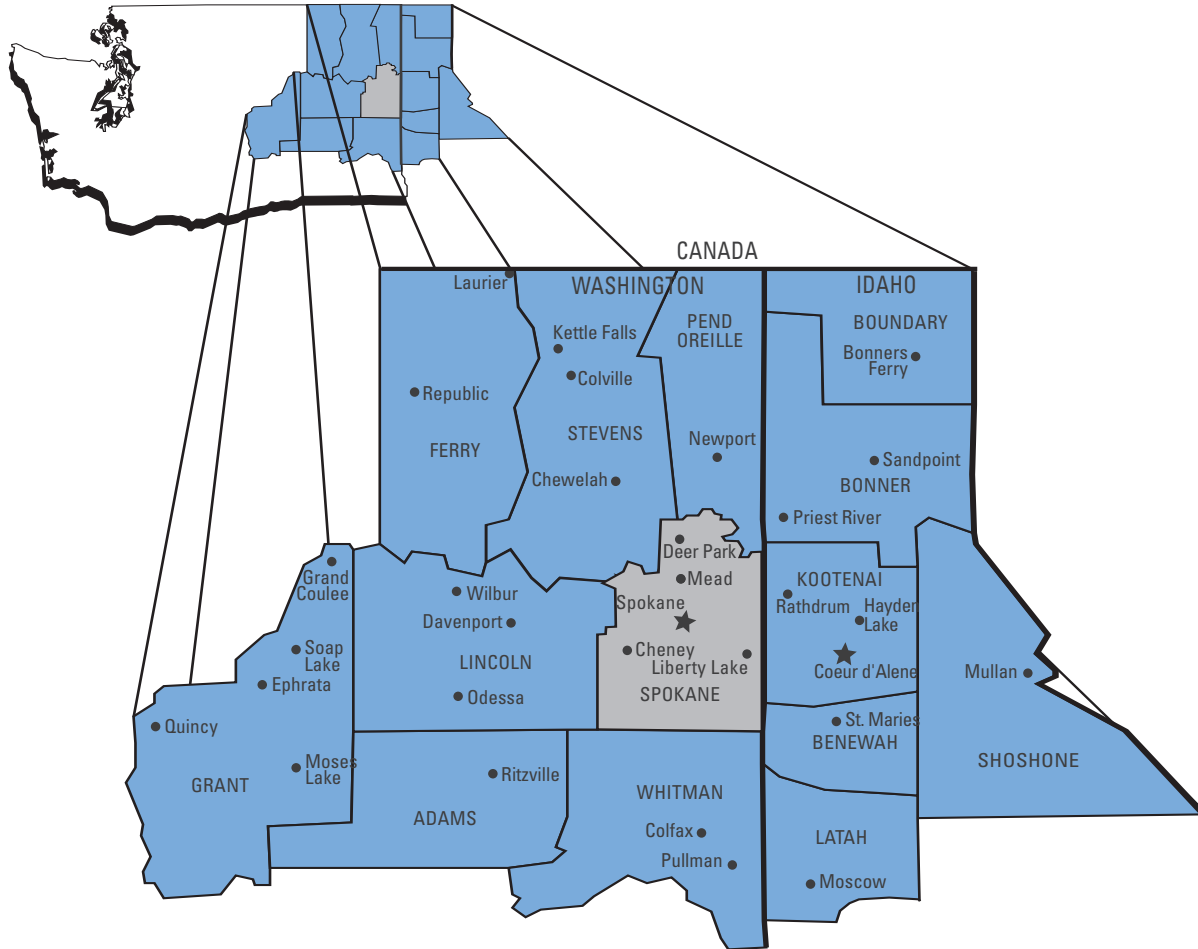
## November

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	

## December

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					

# 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 2006 Survey of Buying Power and Media Markets

## Spokane County Metropolitan Area (CBSA)

	Total Adults	Reach
Market Population	335,972	100%
Daily Newspaper	151,446	45.1%
Sunday Newspaper	205,742	61.2%
Combination (One Daily & One Sunday)	224,762	66.9%

## 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