

RETAIL  
ADVERTISING  
NFP & POLITICAL

# 2023

THE SPOKESMAN-REVIEW  
spokesman.com



509-459-5095  
999 W. Riverside Ave  
Spokane WA 99210  
SPOKESMAN.COM

## We Create Community!

Since 1883, we are a growing diversified information company that engages and inspires citizens to get involved in solving community issues and celebrating our communities' shared values.

We engage, inform and serve our community by driving growth, prosperity and quality of life through trusted journalism and innovative marketing solutions.

## We Earn your Business

**Everything** we do for our business clients is designed to deliver results because we want to earn your business so you'll keep coming back campaign after campaign and year after year.

**We sell advertising campaigns** which are a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. The best advertising campaigns utilize a diverse product mix of media channels (integration), over a particular time frame, to identified target audiences.

**We tailor** each campaign to accomplish the client's particular objective or a set of objectives whether it's establishing a brand, raising brand awareness, or driving traffic and sales.

**We strive to optimize** each campaign's frequency and product mix to deliver efficiency and effectiveness.

**2023 Display Ad Pricing** is based on the advertiser's quarterly expenditure, the number of ads run in a given time period (3 Ads/7-Days, 8 Ads/30-Days or 16 Ads/90-Days), the product(s) in which the ad is run, and finally whether the ad runs on Sunday or another day of the week (a Daily).

Because multi-channel advertising increases efficiency and effectiveness, we further incentivize advertisers to purchase a mix of products to increase reach and optimize results.



2023 RETAIL NFP & POLITICAL	
Product	Quarterly Investment Level
Sunday Main News - Print Only	\$0 to \$2999
Sunday Main News - Integrated	\$0 to \$2999
Sunday Other Sections	\$0 to \$2999
Daily Main News - Print Only	\$0 to \$2999
Daily Main News - Integrated	\$0 to \$2999
Daily Other Sections	\$0 to \$2999
Saturday eEdition	\$0 to \$2999
Mon & Tue (ROP)	\$0 to \$2999
N.Idaho Page	\$0 to \$2999
Pinch (Non-Subscribers)	\$0 to \$2999
Sunday Main News - Print Only	\$3000 to \$5999
Sunday Main News - Integrated	\$3000 to \$5999
Sunday Other Sections	\$3000 to \$5999
Daily Main News - Print Only	\$3000 to \$5999
Daily Main News - Integrated	\$3000 to \$5999
Daily Other Sections	\$3000 to \$5999
Saturday eEdition	\$3000 to \$5999
Mon & Tue (ROP)	\$3000 to \$5999
N.Idaho Page	\$3000 to \$5999
Pinch (Non-Subscribers)	\$3000 to \$5999
Sunday Main News - Print Only	\$6000 to \$8999
Sunday Main News - Integrated	\$6000 to \$8999
Sunday Other Sections	\$6000 to \$8999
Daily Main News - Print Only	\$6000 to \$8999
Daily Main News - Integrated	\$6000 to \$8999
Daily Other Sections	\$6000 to \$8999
Saturday eEdition	\$6000 to \$8999
Mon & Tue (ROP)	\$6000 to \$8999
N.Idaho Page	\$6000 to \$8999
Pinch (Non-Subscribers)	\$6000 to \$8999
Sunday Main News - Print Only	\$9000 to \$14999
Sunday Main News - Integrated	\$9000 to \$14999
Sunday Other Sections	\$9000 to \$14999
Daily Main News - Print Only	\$9000 to \$14999
Daily Main News - Integrated	\$9000 to \$14999
Daily Other Sections	\$9000 to \$14999
Saturday eEdition	\$9000 to \$14999
Mon & Tue (ROP)	\$9000 to \$14999
N.Idaho Page	\$9000 to \$14999
Pinch (Non-Subscribers)	\$9000 to \$14999
Sunday Main News - Print Only	\$15000+
Sunday Main News - Integrated	\$15000+
Sunday Other Sections	\$15000+
Daily Main News - Print Only	\$15000+
Daily Main News - Integrated	\$15000+
Daily Other Sections	\$15000+
Saturday eEdition	\$15000+
Mon & Tue (ROP)	\$15000+
N.Idaho Page	\$15000+
Pinch (Non-Subscribers)	\$15000+

Open 1 x
Space & Color CPI
\$45.87
\$38.98
\$36.69
\$36.09
\$30.66
\$29.59
\$8.28
\$18.05
\$9.04
\$7.16
\$41.28
\$34.84
\$33.02
\$32.48
\$28.16
\$26.64
\$7.60
\$16.23
\$8.14
\$6.44
\$38.98
\$32.57
\$31.20
\$30.66
\$26.69
\$25.14
\$7.21
\$15.33
\$7.70
\$6.08
\$37.58
\$31.65
\$30.07
\$29.59
\$25.98
\$24.28
\$7.01
\$14.79
\$7.40
\$5.88
\$36.24
\$30.27
\$28.99
\$28.51
\$24.91
\$23.38
\$6.72
\$14.26
\$7.13
\$5.67

40% OFF OPEN
3 Ads / 7 Days
Space & Color CPI
\$27.52
\$23.39
\$22.01
\$21.65
\$18.40
\$17.75
\$4.97
\$10.83
\$5.42
\$4.30
\$24.77
\$20.90
\$19.81
\$19.49
\$16.89
\$15.98
\$4.56
\$9.74
\$4.89
\$3.87
\$23.39
\$19.54
\$18.72
\$18.40
\$16.02
\$15.09
\$4.32
\$9.20
\$4.62
\$3.65
\$22.55
\$18.99
\$18.04
\$17.75
\$15.59
\$14.57
\$4.21
\$8.88
\$4.44
\$3.53
\$21.74
\$18.16
\$17.39
\$17.11
\$14.94
\$14.03
\$4.03
\$8.55
\$4.28
\$3.40

53% OFF OPEN
8 Ads / 30 days
Space & Color CPI
\$21.56
\$18.32
\$17.24
\$16.96
\$14.41
\$13.91
\$3.89
\$8.48
\$4.25
\$3.36
\$19.40
\$16.37
\$15.52
\$15.27
\$13.23
\$12.52
\$3.57
\$7.63
\$3.83
\$3.03
\$18.32
\$15.31
\$14.66
\$14.41
\$12.55
\$11.82
\$3.39
\$7.21
\$3.62
\$2.86
\$17.66
\$14.87
\$14.13
\$13.91
\$12.21
\$11.41
\$3.30
\$6.95
\$3.48
\$2.76
\$17.03
\$14.23
\$13.63
\$13.40
\$11.71
\$10.99
\$3.16
\$6.70
\$3.35
\$2.66

62% OFF OPEN
16 Ads / 90 Days
Space & Color CPI
\$17.43
\$14.81
\$13.94
\$13.71
\$11.65
\$11.24
\$3.15
\$6.86
\$3.43
\$2.72
\$15.69
\$13.24
\$12.55
\$12.34
\$10.70
\$10.12
\$2.89
\$6.17
\$3.09
\$2.45
\$14.81
\$12.38
\$11.86
\$11.65
\$10.14
\$9.55
\$2.74
\$5.83
\$2.92
\$2.31
\$14.28
\$12.03
\$11.42
\$11.24
\$9.87
\$9.23
\$2.67
\$5.62
\$2.81
\$2.23
\$13.77
\$11.50
\$11.02
\$10.84
\$9.46
\$8.89
\$2.56
\$5.42
\$2.71
\$2.15

# RETAIL PREPRINT

Retail Preprint			
Flexi Pgs	Std Pgs	Tab Pgs	Open CPM
		2	\$46.75
8	2	4	\$50.75
12	3	6	\$54.50
16	4	8	\$58.00
20	5	10	\$61.25
24	6	12	\$64.25
28	7	14	\$67.00
32	8	16	\$69.50
36	9	18	\$71.75
40	10	20	\$73.75
44	11	22	\$75.50
48	12	24	\$77.00
52	13	26	\$78.25
56	14	28	\$79.25
60	15	30	\$80.25
64	16	32	\$81.25
68	17	34	\$82.25
72	18	36	\$83.25
76	19	38	\$84.25
80	20	40	\$85.25
84	21	42	\$86.25
88	22	44	\$87.25
92	23	46	\$88.25
96-128	24-32	48-64	\$89.25

Preprint Information
<p>Preprint rates are based on cost per thousand (cpm). Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11"). All other preprinted inserts, including gatefolds and mini-wraps are billed at tabloid page equivalents by measuring the square inches per page, as follows:</p> <ul style="list-style-type: none"> <li>• Flexi page: 36 to 80 inches (divide by 2)</li> <li>• Tab page: 81-138 inches (use actual pages)</li> <li>• Standard page: 139-215 inches (multiply by 2)</li> </ul> <p>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."</p> <p>Minimum size of insert is "4 x 6" and weight is 60#. Maximum folded delivery size must be no larger than 11-3/8" x 11." Irregular, novelty or product sample inserts must have prior written approval from the Publisher before acceptance and delivery.</p> <p>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.</p> <p>* 5,000 minimum for local advertising * 10,000 minimum for national advertising.</p> <p><b>Spokane County Enhanced Coverage</b></p> <p>Many non-subscribing households in Spokane County can be reached in addition to our subscriber households.</p> <ul style="list-style-type: none"> <li>• Wednesday Pinch is our Enhanced Coverage product and is distributed on Wednesdays to non-subscribing households. Delivery to specific addresses is not guaranteed.</li> </ul>

Discounts are available based on frequency (weeks per year) and the Percent of Audience the inserts are distributed to. For Deadlines and shipping and receiving instructions, please contact us at 509-459-5095



Sales Flyers - 8.25" x 10.5", #60 Gloss, full color, 2-sides				
Printing	10,000	25,000	50,000	100,000
CPM	46.47	38.82	35.24	34.06
Distribution	5,000	10,000	25,000	50,000
CPM	\$35.00	\$32.73	\$30.39	\$28.05

More size and paper options available

Note Ads - 3x3", full color front, b/w back				
Print & Distribution	10,000	25,000	50,000	100,000
CPM	\$93.08	\$65.65	\$55.68	\$50.94

## Closing Schedule for Preprints

Preprint distribution is available Wed, Thurs., Fri. and Sun. Preprint reservations are due by 5 p.m. the Tuesday prior to insertion for the following week (Wednesday, Thursday, Friday and Sunday). Final deadline for receipt of inserts at the facility is 3 business days prior to mid-week insertions for Wed.-Fri. distribution, 5 business days prior to Sunday distribution. Thanksgiving Day reservation deadline is Wednesday, Nov. 8th. Final deadline for receipt of inserts is Friday, November 10th. A late charge may be assessed for late arrival of inserts.

Deliver preprints to: Northwest Offset Printing, 19223 E Euclid Ave, Spokane Valley, WA 99027  
Receiving times are Mon-Fri 7am-5pm  
Receiving Contact: Please contact your Sales Executive