

# 2025

THE SPOKESMAN-REVIEW

## NATIONAL SPECIAL SECTION

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.

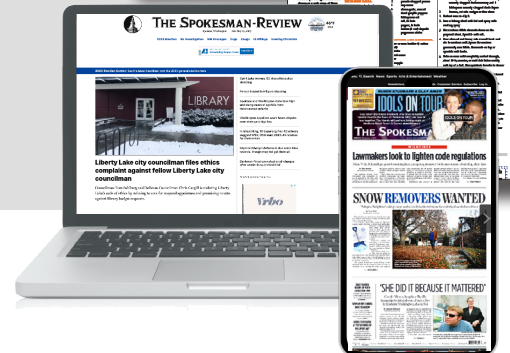
**We sell advertising campaigns** which are a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. The best advertising campaigns utilize a diverse product mix of media channels (integration), over a particular time frame, to identified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

**2025 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.





# NATIONAL PREPRINT

National Preprints			
Flexi Pgs	Std Pgs	Tab Pgs	Open CPM
		2	\$58.44
8	2	4	\$63.44
12	3	6	\$68.13
16	4	8	\$72.50
20	5	10	\$76.56
24	6	12	\$80.31
28	7	14	\$83.75
32	8	16	\$86.88
36	9	18	\$89.69
40	10	20	\$92.19
44	11	22	\$94.38
48	12	24	\$96.25
52	13	26	\$97.81
56	14	28	\$99.06
60	15	30	\$100.31
64	16	32	\$101.56
68	17	34	\$102.81
72	18	36	\$104.06
76	19	38	\$105.31
80	20	40	\$106.56
84	21	42	\$107.81
88	22	44	\$109.06
92	23	46	\$110.31
96-128	24-32	48-64	\$111.56

## Preprint Information

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:

- Flexi page: 36 to 80 inches (divide by 2)
- Tab page: 81-138 inches (use actual pages)
- Standard page: 139-215 inches (multiply 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 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.

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.

- Minimum \$150 distribution charge.

### Spokane County Enhanced Coverage

More than 120,000 non-subscribing households in Spokane County may be reached in addition to our subscriber households:

Wednesday Pinch is our digital publication, emailed to people who have requested delivery of advertising to their inbox. Email distribution of your preprint is as simple as sending us your press ready pdf.

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



Single sheet sales flyers and sticky note ads are available. Please contact us at (509) 459-5095 for printing and delivery rates.

## Closing Schedule for Preprints

Preprint distribution is available on Wednesday and Sunday. Reservations are due Wednesday prior to insertion the following Wednesday and Sunday. The delivery deadline is Friday prior to insertion the following Wednesday and Sunday. Thanksgiving Day reservations are due November 14th, and the delivery deadline is November 15th.

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