



## Your Guide to EVERYTHING North Idaho! Activities • Events • Shopping

Full Run, Full Color in The Spokesman-Review

*Printed on Quality Hi-Brite Stock*

Reach Over 225,000 Adults in Washington & Idaho\*

WANT US TO INCLUDE A STORY? CONTACT US WITH YOUR STORY IDEAS.

### PUBLICATION DATES & AD DEADLINES

Issue	Reservation	Ad Deadline	Publication Date
Spring	March 18	March 27	Friday, April 3
Summer	May 27	May 29	Friday, June 12
North Idaho Fair	Aug 5	Aug 7	Friday, Aug 21
Fall	Sept 16	Sept 18	Friday, October 2
Winter	Nov 4	Nov 6	Friday, Nov 27

### AD RATES

Sizes	Cost
Full Page	\$1,500
1/2 Horizontal	\$700
1/2 Vertical	\$700
1/4	\$435
1/5	\$295
1/10	\$120
<b>Premium Placement</b>	
Back Cover	\$1,800
Inside Front (Pg 2)	\$1,700
Inside Back (Pg 23)	\$1,700
Front Cover 5x2	\$360
Title Page 1/5 (Pg 3)	\$330

### ADVERTORIAL PACKAGES

Up to 1/3 of total space is reserved for your advertisement. Include approximately 250 words on the history, story, or facts about your business. See back side for examples.

1/2 page with editorial	\$600
Full page with editorial	\$1,200

Ask your Account Executive about Frequency Discounts!



Wake up and Read it.

## THE SPOKESMAN-REVIEW

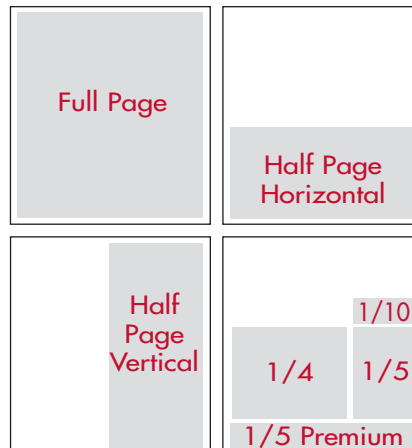
CONTACT YOUR ACCOUNT EXECUTIVE  
OR CALL OUR COEUR D'ALENE OFFICE

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### AD DIMENSIONS

Ad Sizes	Width	X	Height
Full Page	9.658"	X	11.25"
1/2 Horizontal	9.658"	X	5.5"
1/2 Vertical	4.75"	X	11.25"
1/4	5.742"	X	5"
1/5	3.791"	X	5"
1/5 (Title Page)	9.658"	X	2"
1/10	3.791"	X	2"