

EFFECTIVE MARCH 2, 2009



CLASSIFIED RATES—RECRUITMENT

E-mail: recruit@idahostatesman.com Fax: (208) 373-6525

Annual Bulk Space Agreement

These rates are available to customers who want the advantage of scheduling flexibility and discounts. For contract information, contact an account executive. The larger the ad the greater the discount.

INCHES PER AD

INCHES PER YEAR	02-54"		55-109"		110-199"		Full Page 200"		Line Ads	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
75	\$82.60	\$101.60	\$77.65	\$91.55	\$68.95	\$81.25	\$60.40	\$71.20	\$5.90	\$6.85
125	67.20	82.35	62.00	74.25	55.20	65.95	48.25	57.70	4.80	5.70
250	65.10	77.80	58.85	70.05	52.50	62.30	45.90	54.45	4.65	5.45
500	60.20	73.25	54.95	65.85	48.85	58.55	42.85	51.25	4.30	5.05
750	58.10	70.80	52.95	63.70	47.05	56.60	41.20	49.60	4.15	4.90
1,500	56.70	68.55	50.85	61.70	45.30	54.90	39.60	48.10	4.05	4.80
2,000	56.00	67.40	49.90	60.65	44.35	54.00	38.80	47.15	4.00	4.75
4,000	53.90	66.20	47.80	59.60	42.50	52.95	37.20	46.45	3.85	4.70
6,000	51.10	62.80	42.25	53.35	39.85	50.30	34.90	43.90	3.65	4.50

—Annual bulk contract customers not fulfilling a minimum 75 inches per year will be re-billed using the following per inch/line rates: Display—\$140.45 daily, \$185.75 Sunday. Liners—\$10.15 daily, \$13.35 Sunday.

Long Term Agreement

These rates are available to customers publishing a minimum of three lines of advertising every day for 12 consecutive months. The customer also agrees to pay for three lines per day when no advertising copy is submitted for publication.

LINES PER AD

CONSECUTIVE DAYS	3-13		14-55		56-139		140-279		280+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$3.80	\$4.40	\$3.75	\$4.35	\$3.70	\$4.30	\$3.60	\$4.15	\$3.60	\$4.10
2 Days	3.70	4.15	3.65	4.10	3.60	4.05	3.50	3.95	3.45	3.85
3-5 Days	3.40	3.95	3.20	3.80	3.15	3.75	3.10	3.75	3.05	3.65
6-9 Days	3.00	3.55	2.95	3.45	2.90	3.40	2.85	3.25	2.95	3.20
10-27 Days	2.95	3.45	2.90	3.40	2.85	3.25	2.75	3.20	2.70	3.15
28-35 Days	2.85	3.25	2.75	3.20	2.70	3.15	2.60	3.10	2.60	3.05

—Customers cancelling this agreement prior to term will be billed \$275.

Short Term Agreement

These rates are available to customers agreeing to publish a minimum of three lines of advertising per day for a minimum of 90 consecutive days. The customer also agrees to pay for three lines per day when no advertising copy is submitted for publication.

LINES PER AD

CONSECUTIVE DAYS	3-13		14-55		56-139		140-279		280+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$4.20	\$5.20	\$4.15	\$5.15	\$4.10	\$4.95	\$4.05	\$4.90	\$4.00	\$4.85
2 Days	4.05	4.90	4.00	4.85	3.95	4.80	3.85	4.75	3.80	4.80
3-5 Days	3.75	4.65	3.70	4.60	3.65	4.55	3.55	4.50	3.50	4.40
6-9 Days	3.30	4.25	3.25	4.15	3.20	4.10	3.15	4.05	3.10	4.00
10-27 Days	3.25	4.10	3.20	4.05	3.15	4.00	3.10	3.95	3.05	3.85
28-35 Days	3.20	4.00	3.15	3.95	3.10	3.85	3.05	3.80	3.00	3.75

—Customers cancelling this agreement prior to term will be billed \$300.

Non-Contract Line Rates

CONSECUTIVE DAY	Per Line	Per Inch
Sunday only	\$14.50	\$203.03
1 Day (Daily)	11.40	159.59
2 Days (Daily)	9.92	138.82
3-5 Days (Daily)	7.76	108.60
6-9 Days (Daily)	7.08	99.06
10-27 Days (Daily)	6.75	94.43
28-35 Days (Daily)	6.41	89.71

—SUNDAY INSERTIONS: Add \$2.81 per line, per insertion.

Other Rates

Retail Reciprocal Rates

Classified contract advertisers may also run Retail advertising at the following rates.

Employment Reciprocal Rate	
Column inch Daily	Column inch Sunday
\$67.20	\$93.65

Non-Profit Employment Rates

For fraternal, church, non-profit and government organizations.

	Daily	Sunday
Per Line	\$4.77	\$6.05
Per Inch	\$66.78	\$84.70

Attention Grabbers

Art Elements \$5.00 per package
 Bold Face .50¢ per word/ per day

Services

Blind Box

You may rent a box for 30 days at the following rates:

If you pick up the replies: \$35
 If we mail you the replies: \$63

Affidavits: \$5 each

National Classified Rates

Agency commission 15%. Cash with order unless credit established.

3 line minimum/liner, 28 line minimum/display

1 Day ad (Sunday)	\$18.35 line/day
1-2 Days (Daily)	\$13.25 line/day
3-5 Days (Daily)	\$9.15 line/day
6-9 Days (Daily)	\$8.30 line/day
10-35 Days (Daily)	\$7.10 line/day
Sunday Insertions	Add \$3.00 line/insertion

* Please refer to the Idaho Statesman's National Rate Card or contact your account representative for guidelines and provisions for receiving contract or non-contract rates.

CareerBuilder.com

We combine all of the print ads with the power of online reaching 279,600 additional qualified applicants via CareerBuilder.com

30 day job pack when scheduled with print ad \$285

30 day job pack only \$450

Top Jobs – Videos

We have rolling video right on our homepage of today's top jobs, employers and job descriptions! We can create a 30-second video for you that links to your CareerBuilder job posting – and you don't have to do a thing!

30-day Top Job w/video	\$249
7-day Top Job w/video	\$160
7-day Top Job without video	\$85

Color Rates

Color is charged by the inch and is charged per ad – no repeat discounts apply.

Ad Size	Daily	Sunday
Ads up to 30"	\$6.00 per inch	\$6.60 per inch
Ads 31" – 60"	\$4.50 per inch	\$5.10 per inch
Ads 61+"	\$3.00 per inch	\$3.60 per inch

– Pick up discounts for ads repeating in a seven day window are 50% for first repeat and 75% for all additional ads. Sunday ads are not discounted.

Online Opportunities on IdahoStatesman.com

- Total audience read – IdahoStatesman.com reaches 35% of Treasure Valley adults each month.
- IdahoStatesman.com reaches more Treasure Valley adults each week than any local radio station.
- IdahoStatesman.com users are more affluent, educated and younger than the rest of the market.
 - More than two thirds have household incomes greater than \$50,000, compared to 49% of the market
 - 66% are college educated, compared to 57% of the market
 - Median age for IdahoStatesman.com visitors is 38 compared to 42 for the rest of the market.

*Media Audit 2008

Big Ad

Dimensions: 300x250
 File Size: 30,000 bytes Flash SWF, 20,000 bytes GIF, JPG
 File Format: GIF, JPEG, HTML, SWF, Javascript
 Placement: Top right of pages throughout IdahoStatesman.com including home page.
 Animation: Ad may include animation (5 second delay followed by up to 15 seconds of animation and then stop.)

Top and Bottom Banner

Dimensions: 728x90
 File Size: 30,000 bytes Flash SWF, 20,000 bytes GIF, JPG
 File Format: GIF, JPEG, HTML, SWF, Javascript
 Placement: Top center of pages throughout IdahoStatesman.com.
 Animation: Ad may include animation (5 second delay followed by up to 15 seconds of animation and then stop.)

Skyscraper

Dimensions: 160x600
 File Size: 30,000 bytes Flash SWF, 20,000 bytes GIF, JPG
 File Format: GIF, JPEG, HTML, SWF, Javascript
 Placement: Right side of pages throughout IdahoStatesman.com EXCEPT home page.
 Animation: Ad may include animation (5 second delay followed by up to 15 seconds of animation and then stop.)
 **Skyscraper not available on the homepage

Newsletter

Dimensions: 180x150
 File Size: 20,000 bytes GIF, JPG
 File Format: GIF, JPEG
 Placement: Top of newsletters.

*All swf files require a backup gif or jpg. 20,000 bytes file size limitation.