

LOCAL PRODUCTS & RATES

Annual Agreements

The more advertising you buy, the less your cost per column inch. You can lower your column inch cost by running larger ads, running them more often, adding color, or using preprints as a complement to your in-paper advertising. Net local Retail advertising purchases you make in a 12-month period count toward fulfillment of your Annual Dollar Agreement.

Annual Contract Rates:

(net rates) Column Inch Rate

| Annual Dollars | Daily | Sunday |
|------------------------|--------------|---------|
| Non-contract rate..... | \$58.40..... | \$85.65 |
| 1,800..... | 40.45..... | 59.25 |
| 2,700..... | 39.20..... | 57.05 |
| 4,500..... | 38.85..... | 56.55 |
| 8,500..... | 38.25..... | 55.60 |
| 12,500..... | 38.00..... | 55.35 |
| 16,750..... | 37.90..... | 55.30 |
| 25,000..... | 37.65..... | 54.80 |
| 33,500..... | 37.50..... | 54.60 |
| 41,500..... | 37.25..... | 54.35 |
| 55,000..... | 37.15..... | 54.00 |
| 65,000..... | 37.05..... | 53.90 |
| 85,000..... | 36.85..... | 53.70 |
| 100,000..... | 36.80..... | 53.55 |
| 125,000..... | 36.60..... | 53.15 |
| 150,000..... | 36.50..... | 53.00 |
| 175,000..... | 36.30..... | 52.85 |
| 200,000..... | 36.10..... | 52.55 |
| 250,000..... | 34.80..... | 50.80 |
| 300,000..... | 33.60..... | 49.05 |
| 375,000..... | 33.05..... | 48.20 |

Pickup Discounts

Apply to annual agreement rates. Multiple discounts do not apply.

Repeats

Repeat any ad without copy changes within seven days and take a 40% discount for the first repeat and a 50% discount for additional insertions. Discount applies to both space and color, and the discounts are taken off the daily rates.

Daily Doubles

For maximum exposure at maximum savings, run the same ad two or more times on the same day. You'll get a 50% discount on each additional insertion. Discount applies to both space and color.

Blockbusters

Run the same ad with no changes for seven or more consecutive days and take 40% off each insertion. Discount applies to both space and color.

Early Week Discounts

Repeat your Sunday ad without copy changes in the Monday or Tuesday edition and receive a 50% discount. Discount applies to both space and color.

Guaranteed Positioning

When requested, if a certain page is available, we will guarantee your placement for a 25% premium.

Classified Reciprocal

Retail contract advertisers may also run ads in the Idaho Statesman's Classified at the following rate per line, per day. All dollars spent on Classified reciprocal rates apply toward retail annual dollar contract fulfillment, unless a Classified contract is signed.

General Classified Rate

Line Rate Daily \$3.65..... Sunday \$5.65

Employment

Line Rate Daily \$5.10..... Sunday \$7.30

— Display ads are a minimum size of 1 column by 2 inches (14 lines per inch).

Frequency Discounts

Flight Plan & Super-Sized Flight Plan
Reach 219,000 adults with a 2.4 frequency* with the Idaho Statesman's Flight Plan program.

| Type | Rate (pci) | Holiday Rate (pci) |
|---|------------|--------------------|
| Basic | 26.20 | 29.40 |
| —10-90 inches; black and white | | |
| Super-Sized Flight Plan | 33.70 | 36.90 |
| —20-40 inches; full color; online upgrade | | |
| Super-Sized Flight Plan | 31.00 | 34.35 |
| —40.5-60 inches; full color; online upgrade | | |

— Minimum of 4 – maximum of 7 ads within 7 days. Program includes 1 Sunday and 3 daily insertions and ShopLocal. Copy changes not allowed. Flight plan ads that run on Holidays or increased distribution days receive the Holiday rate.

MARKETPLACE WEEKLY

—TOTAL MARKET COVERAGE

Saturate the market by placing advertising in both the Statesman and Marketplace Weekly, reaching more than 140,000 homes. Marketplace Weekly is carrier-delivered to non-subscribing homes in Ada County each Wednesday, with an average distribution of 80,000. Dollars spent advertising in Marketplace Weekly are applied to the fulfillment of your Annual Agreement.

| RETAIL | Open | 13x | 26x | 52x |
|---|-------|-------|-------|-------|
| Full Page | \$550 | \$525 | \$500 | \$475 |
| 1/2 Page | \$300 | \$275 | \$250 | \$225 |
| Full Color \$250 regardless of ad size. | | | | |

Non-Contract Rates

Community

For fraternal, non-profit organizations, government agencies and individual's personal advertising.

| Column Inch Daily | Column Inch Sunday |
|-------------------|--------------------|
| \$40.65 | \$59.25 |

Co-op Action Plan

For non-contract advertisers using dealer group, multiple signatures, dealer tie-in or individual co-op advertising.

| Column Inch Daily | Column Inch Sunday |
|-------------------|--------------------|
| \$45.05 | \$65.85 |

Merchant Associations

For merchant associations paying for non-merchandising advertising that represents their association or their association's promotions.

| Column Inch Daily | Column Inch Sunday |
|-------------------|--------------------|
| \$37.10 | \$53.55 |

Political

For political organizations, PACs, candidates for public office, issue-related advertising and endorsements. Annual agreements are available.

| Column Inch Daily | Column Inch Sunday |
|-------------------|--------------------|
| \$57.65 | \$82.40 |

—Advance payment is required.

Entertainment

One rate applies for all theatres, movie studios, and agencies representing them. Repeat discounts are not available.

| Column Inch Daily | Column Inch Sunday |
|-------------------|--------------------|
| \$31.30 | \$42.90 |

Idaho Outdoors

| Full page | Half page |
|-----------|-----------|
| \$648 | \$388 |

—Business Builder color rates available. No other discounts apply. 6X commitment required. 12 months to fulfill.

Zoned Advertising

Rates

"Per column inch" black and white production. COLOR: Full color, add \$300; 2-color, add \$200; 1-color, add \$100.

Repeats

Repeat any ad without copy changes within seven days in the same zone and take a 40% discount for the first repeat, and a 50% discount for additional insertions. Discount applies to both space and color. There are no pick-up discounts between zoned and full-run editions.

| Contract Level | Boise | W. Ada | W.T.V. |
|----------------|---------|---------|---------|
| Open | \$33.54 | \$21.08 | \$10.66 |
| \$1,800 | \$23.23 | \$14.61 | \$7.38 |
| \$2,700 | \$22.50 | \$14.15 | \$7.14 |
| \$4,500 | \$22.28 | \$14.01 | \$7.08 |
| \$8,500 | \$22.02 | \$13.85 | \$6.99 |
| \$12,500 | \$21.83 | \$13.72 | \$6.94 |
| \$16,750 | \$21.77 | \$13.69 | \$6.92 |
| \$25,000 | \$21.62 | \$13.59 | \$6.87 |
| \$33,500 | \$21.53 | \$13.54 | \$6.84 |
| \$41,500 | \$21.41 | \$13.46 | \$6.81 |
| \$55,000 | \$21.32 | \$13.41 | \$6.78 |
| \$65,000 | \$21.26 | \$13.37 | \$6.75 |
| \$85,000 | \$21.14 | \$13.29 | \$6.71 |
| \$100,000 | \$21.10 | \$13.27 | \$6.70 |
| \$125,000 | \$20.98 | \$13.19 | \$6.66 |
| \$150,000 | \$20.95 | \$13.17 | \$6.64 |
| \$175,000 | \$20.83 | \$13.10 | \$6.62 |
| \$200,000 | \$20.72 | \$13.03 | \$6.58 |
| \$300,000 | \$19.99 | \$12.57 | \$6.34 |
| \$350,000 | \$18.29 | \$12.13 | \$6.13 |
| \$375,000 | \$18.98 | \$11.94 | \$6.03 |

Restaurant Packages

Run your ad in the premier dining and entertainment guide – Scene Magazine. Minimum ad size is 6 column inches. No maximum.

| Frequency | Rate |
|-------------------|----------|
| 6X over 12 weeks | \$23.80* |
| 13X over 26 weeks | \$19.20* |
| 26X over 52 weeks | \$14.30* |
| 52X over 52 weeks | \$11.20* |

*per column inch. Color: \$50 per ad.

– Ad may also be picked up in the Idaho Statesman Monday through Saturday for only \$21.78 per col. inch, with an additional \$25 charge for full color.

Idaho Health

| | 1X | 2X | 3X |
|----------------------|---------|---------|---------|
| Expert Profile* | \$3,930 | \$3,570 | \$3,000 |
| Inside Back | \$3,410 | \$3,150 | \$2,575 |
| Full Back | \$2,520 | \$2,310 | \$1,900 |
| 2/3 Page | \$1,890 | \$1,760 | \$1,440 |
| 1/2 Page | \$1,515 | \$1,390 | \$1,140 |
| 1/3 Page | \$1,045 | \$960 | \$785 |
| Who's Who (1/4) Page | \$625 | \$580 | \$485 |
| Directory Strip | \$300 | \$275 | \$250 |

*Expert Profile consists of two facing full-page ads, non-bleed, subject to the design guidelines of Idaho Health, plus an additional two-page editorial dedicated to your specialty. Agreements are for 12 months.

Amusement Rates

Sunday comics - All rates include full color

| | |
|----------|---------|
| Gatefold | \$4,005 |
| Spadea | \$8,225 |
| 13X | 15% |
| 26X | 20% |
| 27-52X | 30% |

Comic Strip - 6x2 strip* \$180 per ad.

*(black & white) available Monday - Saturday.

52x commitment required.

**frequency discounts for gatefolds and spadeas only.

Treasure Magazine

| | 3X | 6X | 12X |
|-------------|---------|---------|---------|
| Full Page | \$1,820 | \$1,550 | \$1,370 |
| 2/3 Page | \$1,270 | \$1,085 | \$960 |
| 1/2 Page | \$965 | \$825 | \$730 |
| 1/3 Page | \$655 | \$560 | \$500 |
| 1/6 Page | \$365 | \$315 | \$280 |
| Back Page | | | \$2,020 |
| Page 3 | | | \$1,920 |
| Inside Page | | | \$1,820 |

*contract is for 12 months.

Scene

| | 1X | 6X | 13X | 26X | 52X |
|-------------------|-------------|-------------|-------------|-------------|-------------|
| | over 12 wks | over 26 wks | over 52 wks | over 52 wks | over 52 wks |
| Scene | \$57.75 | \$43.25 | \$34.75 | \$26 | \$20.25 |
| Scene/Id Outdoors | \$78.75 | \$59.25 | \$47.25 | \$35.25 | 27.75 |

*Rates are pre column inch. Space reservation deadline for Scene is Tuesday prior to publication. Idaho Outdoors publishes every Thursday.

Coupons Direct

Coupons Direct is a full-color, glossy piece with a finished folded size of 8.5" x 11", making it easy for customers to use.

Coupons Direct showcases 14 advertisers, with each coupon measuring 8.5" x 3". As an advertiser, you receive printing on both sides of the coupon to maximize your marketing message. Pricing is \$225* for any of the three Adam County editions, while Canyon County zone is \$175* per month.

For advertisers seeking to reach non-subscribers of the newspaper, for an additional \$99, your ad will run in Wednesday Market Place Weekly.

*Pricing is based on a 12 time commitment. Advertisers purchasing additional zones in the same month will receive 10% off the \$225 price.

Color Rates

| Number of Colors | Daily | Sunday |
|------------------|---------|---------|
| 1 Color | \$720 | \$970 |
| 2 Color | \$895 | \$1,155 |
| 3 Color | \$1,100 | \$1,425 |

– Double truck color on ads larger than 132 inches is charged at 150% of color rate.

Color Frequency Discounts

Use color in your advertising 13 times or more in a 12 month period and receive the following color discounts with a signed advance agreement.

| Times Used | Discount |
|-------------|----------|
| 13-25 | 20% |
| 26-51 | 25% |
| 52-103 | 30% |
| 104-155 | 35% |
| 156 or more | 40% |

– Double truck color counts at 1.5 times toward color contract fulfillment. Rebates are not available on color frequency discounts.

Anniversary Color

To help you celebrate the anniversary of your business, contract advertisers get one free color with one 20-inch or larger ad. Limit one per 12 month period. Because of limited color positions, an alternative run day is requested.

Business Builder Color

Give color a try and save 30% or more! If, as a contract advertiser, you've not used color in the past six months, try it out during a 30 day period.

| Number of Colors | Daily | Sunday |
|------------------|-------|--------|
| 1 Color | \$520 | \$600 |
| 2 Color | \$625 | \$710 |
| 3 Color | \$770 | \$815 |

Note: We will make every effort to honor color position requests, but none can be guaranteed.

Color by the Inch

| Number of Colors | Rate |
|------------------|------|
| 1 Color | \$10 |
| Full Color | \$16 |