

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.....	\$64.25.....	\$94.25	
1,800.....	44.50.....	65.20	
2,700.....	43.15.....	62.80	
4,500.....	42.75.....	62.25	
8,500.....	42.10.....	61.20	
12,500.....	41.80.....	60.90	
16,750.....	41.70.....	60.85	
25,000.....	41.45.....	60.30	
33,500.....	41.25.....	60.10	
41,500.....	41.00.....	59.80	
55,000.....	40.90.....	59.40	
65,000.....	40.80.....	59.30	
85,000.....	40.55.....	59.10	
100,000.....	40.50.....	58.95	
125,000.....	40.30.....	58.50	
150,000.....	40.15.....	58.30	
175,000.....	39.95.....	58.15	
200,000.....	39.75.....	57.85	
250,000.....	38.30.....	55.90	
300,000.....	37.00.....	54.00	
375,000.....	36.40.....	53.05	

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 50% discount for the first repeat and a 75% discount for additional insertions. Discount applies to space only. Sunday rates are not discounted.

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 \$4.05..... Sunday \$6.25

Employment

Line Rate Daily \$5.65..... Sunday \$8.05

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

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
\$44.75	\$65.20

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
\$49.60	\$72.45

Theme Pages

Column Inch Daily	Column Inch Sunday
OPEN \$30.45	\$44.15
6X \$27.70	\$41.40

Political

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

Column Inch Daily	Column Inch Sunday
\$63.45	\$90.65

—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
\$34.45	\$47.25

Idaho Outdoors

Full page	Half page
\$1,300.00	\$720.00

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	\$26.20*
13X over 26 weeks	\$21.15*
26X over 52 weeks	\$15.75*
52X over 52 weeks	\$12.35*

*per column inch. Color: \$50 per ad. 25% minimum.

— Ad may also be picked up in the Idaho Statesman Monday through Saturday for only \$21.78 per col. inch.

Idaho Health

	1X	2X	4X
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.

Treasure Magazine

	OPEN	3X	6X
Full Page	\$1,870	\$1,600	\$1,420
2/3 Page	\$1,310	\$1,125	\$1,000
1/2 Page	\$995	\$855	\$760
1/3 Page	\$675	\$580	\$520
1/6 Page	\$375	\$325	\$290
Back Page			\$2,020
Page 3			\$1,920
Inside Page			\$1,820

*contract is for 12 months.

Scene

	13X over 26 wks	26X over 52 wks	52X over 52 wks
Scene	\$38.23	\$28.60	\$22.28
Scene/Id Outdoors	\$51.95	\$38.75	30.50

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

Scene Reciprocal Rates

	13X	26X	52X
Contract Level	\$2,700	\$4,500	\$8,500
Daily	\$43.15	\$42.75	42.10

*Rates and pick up discounts apply in Daily Idaho Statesman. Color 25% – \$100.00 minimum. Revenue grid applies unless 13, 26 or 52X contract. No other discounts apply.

Clip 'N Save

12X, full-color spadea

Full Run	Rate
12 Month	\$335.00
6 Month	\$400.00
No Contract*	\$450.00

– Includes Online

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"	\$10.00 per inch	\$11.00 per inch
Ads 31" – 60"	\$7.50 per inch	\$8.50 per inch
Ads 61+"	\$5.00 per inch	\$6.00 per inch

Print and Deliver Products

Adisvert WePrint Rates (*CPM)
(Full 2 pages, broadsheet, preprint jackets)

Frequency	Rate
Open	\$106
6X-12X	\$80
13X-25X	\$70
26X+	\$65
Non-Profit	\$60
Stand-by	\$75
Market Place add-on	\$65
Overruns*	\$80
Plate Changes (per change)	\$139
Emergency Adisvert	\$35

*Counted as ROP revenue and -260 inches

*Subject to Idaho Sales Tax

*Minimum order at these prices: 55,000 copies

*Available Daily and Sunday

*Zoned Adisverts require special quote

The Idaho Statesman
and IdahoStatesman.com

We deliver superior quality products that are the primary print and online news and information sources for Treasure Valley adults. Even better, both reach educated, high-income adults that are ready, willing and able to buy! **The Idaho Statesman** reaches almost 6 out of 10 Treasure Valley adults each week, including 43 percent of adults each weekday and 56 percent every Sunday. **IdahoStatesman.com** reaches more adults in the market each day than any other local media website. In fact, of Treasure Valley adults who go online each day, 1 in 4 visit IdahoStatesman.com.

* Media Audit 2008

Contact your Sales and Marketing
Executive for Online Opportunities
on IdahoStatesman.com