

We are...  
 Effective • Dependable  
 Customer Service Oriented  
 Informative • Trustworthy  
 Community Minded

# spokane.Exchange

# MEDIA KIT

EST. 1978

**Our Readers Are Your Buyers – In Print. Online. In Demand.**

## Why The Exchange Works For You...

We're the local source for all things for the home. With over 80,750 weekly readers in print and online, *the Exchange* boasts a growing and dedicated readership. 69% keep the paper for over four days and use it regularly. Consumers pick up *the Exchange* to shop. The mean annual income of our readers lies between \$50,000-\$99,999. Statistics show 74% of our readers have gone to college, meaning our readers are mature, educated and have disposable income.

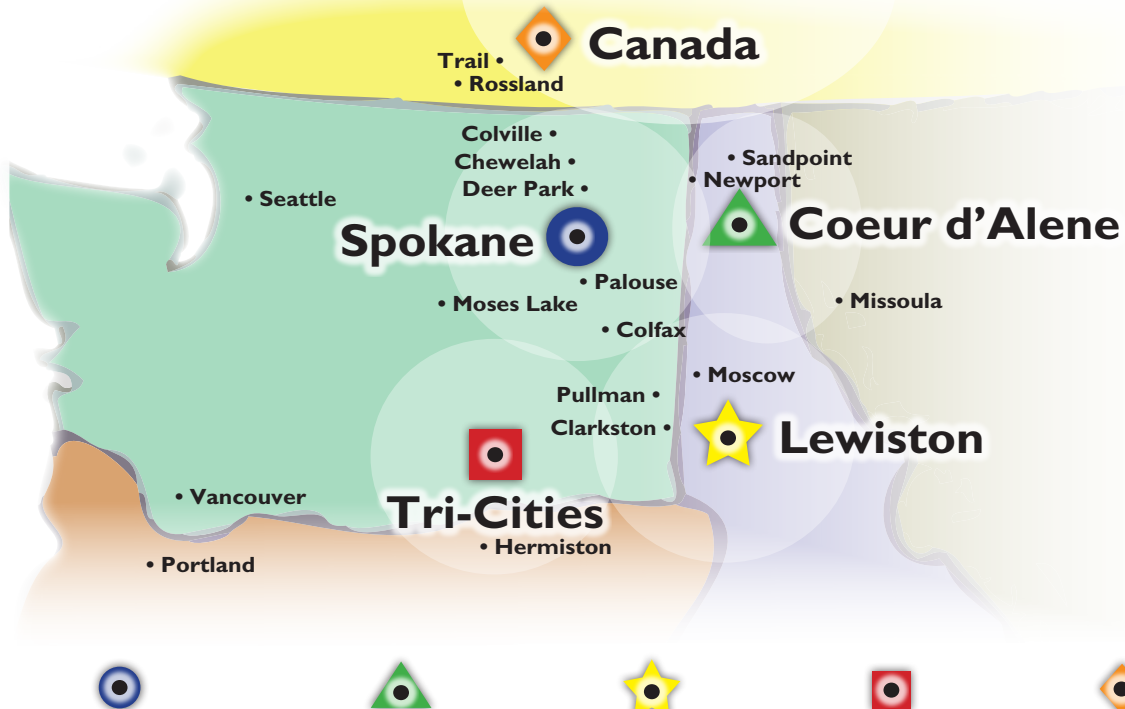


Special Issues & Show Guides

## Join the Exchange & our Community Partners for these Special Issues:

- Ag Expo Supplement ..... *February*
- Big Horn Show Guide ..... *March*
- Northwest Pet Expo..... *March*
- Spokane Home & Garden Show Guide ..... *April*
- Spokane Speed & Custom Show..... *April*
- Spring Home Improvement Issue ..... *April*
- Spring Home & Garden Issue ..... *May*
- Fall Home Improvement Issue..... *October*
- Home Idea Show Guide..... *November*

How Much Coverage Do You Need?



### VISIT US

5111 E. Trent Avenue  
 Spokane, WA 99212  
 PO Box 11813, Spokane, WA 99211

### ON THE WEB

www.spokane.Exchange  
 www.Horse-Previews.com



### CONTACT US

Call us: 509-922-3456  
 Text us: 509-998-3231 • Fax 509-455-7940  
 ads@spokane.Exchange

## Typical Ad Sizes and Weekly Costs

### Local Display Rates

Size	B&W	Color
1 col x 1"	\$26.50	\$41.50
1 col x 1.5"	\$32.25	\$47.25
1 col x 2"	\$38.00	\$53.00
1 col x 3"	\$49.50	\$64.50
1 col x 4"	\$61.00	\$76.00
2 col x 1.5"	\$49.50	\$64.50
2 col x 2"	\$61.00	\$76.00
2 col x 2.5"	\$72.50	\$97.50
2 col x 3"	\$84.00	\$109.00
2 col x 4"	\$107.00	\$132.00
2 col x 5"	\$135.00	\$160.00
3 col x 3"	\$118.50	\$143.50
3 col x 5"	\$192.50	\$247.50

Front Page	Price	
4"x3"	\$350	Front page display ads also include a digital display ad features on the front page of the website.
2"x3"	\$187	
2"x2"	\$137	

Professional ad design included in price of ad. Prices subject to change without notice. All ads appear in print and online e-edition at [www.spokane.Exchange](http://www.spokane.Exchange)

### Bigger Display Ad Bargains

Size	Column Inches	B&W	Color
Double Truck	195	\$1340	\$1610
Full Page	82-90	\$795	\$905
Half Page	40-45	\$455	\$535
Third Page	30	\$347.50	\$427.50
Quarter Page	18-22.5	\$238.50	\$308.50

### Discounts

10% discounts on display advertising that runs four consecutive weeks and is paid by billing due date. Contract discounts for volume advertising are available. Ask your Sales Representative for details. Payment via PayPal is available online.

### Inserts

\$38 per 1,000. Full circulation inserts can be placed within *the Exchange* or partial distribution zoned. There is a size restriction of 7"x10". Please call for specifications and pricing.

### Legals

*The Exchange* is an Approved Legal Paper for Spokane County. 79¢ per line first insertion, 75¢ per line each additional insertion.

### Front Page Classifieds

30 words for \$20. Photo classifieds are \$45 for 30 words with full color photo, includes placement on digital front page for 1 week.

### Classifieds

15 words or less (per zone) \$9; additional zones same rate with \$2 discount. Each word thereafter, per zone 5¢. All ads are uploaded to our site at no extra charge.  
*Super Saver: 4 zones, 30 words, \$25*  
*Super Saver Plus: 5 zones, 30 words, \$30*  
 Deadline: Tuesday, 2pm

### Photo Ads

*The Exchange*: \$14 up to 30 words, includes color plus 5 additional photos online that you can upload for no extra charge. It's just \$5 to add a short video. *Nickel's Worth*: \$24 up to 30 words, black & white; \$30 color. Over 30 words 10¢ each word per paper.

### Display Deadlines

The Exchange Display Advertising	Tuesday, 4pm
Nickel's Worth, North ID Zone 2	Tuesday, 4pm
Moneysaver, Central ID Zone 3	Tuesday, Noon
Giant Nickel, Central WA Zone 4	Tuesday, Noon
Pennywise, Canada Zone 5	Wednesday, 2pm
The Exchange Classified Advertising	Wednesday, 2pm

### Mechanical Requirements

6 columns, 15" vertical, 10" horizontal; 9.5 pica (1.58") column, 1 pica gutter. Adobe Acrobat PDF files are acceptable as camera ready artwork via e-mail. Actual printed size may vary.

1 col	1.58"	9.5 picas
2 col	3.33"	20 picas
3 col	5.08"	30.5 picas
4 col	6.83"	41 picas
5 col	8.58"	51.5 picas
6 col	10.33"	62 picas

### Zone Ads

Display and Classified Ads can be placed for Local, Regional and Pacific Northwest distribution. Mechanical requirements and deadlines may vary.

### National/Agency Rates

We offer a 15% discount to recognized agencies for camera ready ads; see your Sales Representative for more information.

*The Exchange* is an audited newspaper, eligible for Co-Op reimbursement. E-Tears & Electronic Billing available upon request.

### Qualifications

*The Exchange* reserves the right to refuse ads which are contrary to its policies and is not liable for the condition of the advertised articles or for composition errors. *The Exchange* will not be responsible for error in copy beyond adequate consideration for the error commensurate with the space utilized. Neither *the Exchange*, nor its advertisers, intends prejudice for any reason.

## The Exchange Digital: Website, Tablet & Mobile!

The *spokane.Exchange* website has thousands of visitors weekly who view the online classified and display advertising, banner advertising & *the Exchange* virtual edition. Our website also features the index and map of weekly auctions, garage sales, calendar of events, and much more. When classified ads are placed in the paper, they are also published on *www.spokane.Exchange* when received, prior to publication.

### Banner Advertising Rates

PLACEMENT	SIZE	PRICE
Leaderboard	728x90px	\$200 mo.
Skyscraper Tall	160x600px	\$150 mo.
Skyscraper Medium	160x300px	\$125 mo.
In Story Leaderboard	728x90px	\$125 mo.
Top of Page Feature	920x220px	\$175 mo.

Prices include original design of banner advertisement.  
*All Banners 6 Month Minimum.*

### Digital Display Advertising

Online Digital Advertising complements your print display advertising. These “ads” are placed in the category selected. \*Prices in addition to print ad.

ONLINE DIGITAL AD	SIZE	PRICE
Regular	300x250px	\$20 wk.*
Tall	300x600px	\$35 wk.*



*The Exchange* graphic designers will create the digital “ad” at no extra cost. The ad will be “clickable” to a designated website or landing page. Creation of a landing page will be charged extra depending on the complexity of the page.

### Special Issues & Show Guide

- Ag Expo
- Big Horn Show
- Fall Home Improvement
- Home Idea Show, etc.
- NW Pet Expo
- Spring Home & Garden
- Spring Home Improvement
- Spokane Home & Garden Show
- Spokane Speed & Custom Show

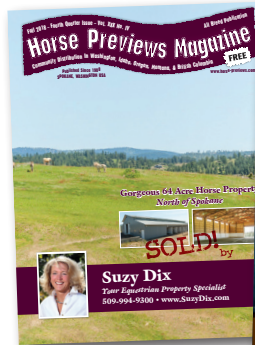
### Design Services

*The Exchange* design team will be happy to create show guides, catalogs, brochures, inserts, business cards or mailers for your business success.

## Horse Previews with Farms & Ranches

Horse Previews magazine is an excellent resource & guide for all things horse, ranch and small farm related. It contains articles from veterinarians, Baxter Black, Back Country Horseman and more. Horse Previews is a valuable place to advertise steel buildings, feed & tack, real estate, equipment, literally anything for the rural reader.

Over 7,500 copies are distributed in Washington, Idaho, Oregon, Montana and portions of British Columbia. The magazine can be found in your local western, tack, feed, farm & horse supply store. Distribution is the first Thursday of January, April, July and September. Deadline is the 15th of the preceding month. Subscriptions are available \$10 per year United States; \$14 per year Canada; \$20 per year International. Payment in advance.



Ad Size	Dimension	B&W	Color
Front Cover (includes half page inside, color & online)	7.5"w x 10"h		\$315
Centerfold			\$370
Back Cover (includes color)	7.5"w x 10"h		\$250
Inside Back Cover	7.5"w x 9.83"h	\$185	\$225
Full Page	7.5"w x 9.83"h	\$170	\$215
Half Page Horizontal	7.5"w x 4.83"h	\$115	\$145
Half Page Vertical	3.66"w x 9.83"h	\$115	\$145
Quarter Page	3.66"w x 4.83"h	\$75	\$105
1/8th Page (Business Card size)	3.66"w x 2.33"h	\$50	\$65

### Display Advertising

Your ad copy or photographs can also be accepted electronically on CD, via e-mail, Facebook or websites. We accept ads electronically in .pdf format. Please ensure that all photographs are 160dpi and balanced for newsprint output. Please ensure color ads are CMYK. If you have any questions about electronic files, please call us.

### Electronic Edition

*Horse Previews Magazine* is uploaded to our website the first Thursday of every January, April, July, and September.

Our web site can be found at: [www.Horse-Previews.com](http://www.Horse-Previews.com)

### Special Position

All ads are positioned run of paper (ROP) at standard rates,

without preference. Ads requesting premium or specific position other than ROP will incur an additional 15% charge.

### Deadline

Ads must be reserved by the 15th of the preceding month to be published in the next quarterly magazine.

e-mail the files to:

[horsepreviews@spokane.Exchange](mailto:horsepreviews@spokane.Exchange)

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