



| <b>WEISER 83672</b>  | 9.45                | 6x16    |        | 1.5280 | 3.2220 | 4.9170 | 6.6610 | 8.3060 | 10.00 | Wed     | Week Prior to pub | 2.200         | FC by size                            |
|--|---------------------|---------|--------|--------|--------|--------|--------|--------|-------|---------|-------------------|---------------|---------------------------------------|
| Weiser Signal-American   | (Modular Sizes)     |         |        |        |        |        |        |        |       |         |                   |               |                                       |
| <b>Dailies</b>   |                     |         |        |        |        |        |        |        |       |         |                   |               |                                       |
| City/zip   | Cl                  | Page    |        |        |        |        |        |        |       | Pub     | Deadline          | Paid          | Color                                 |
| Daily Newspapers   | rate                | size    | 1 col  | 2 col  | 3 col  | 4 col  | 5 col  | 6 col  |       | days    |                   | Circ          | 1&b/2&b/3&b                           |
| <b>BLACKFOOT 83221</b>   | 10.00               | 6x21.5  | 1.6000 | 3.3100 | 5.0100 | 6.7200 | 8.4200 | 10.12  |       | M-Sa    |                   | 4,000         | \$2 pci Max \$100                     |
| The Morning News   | Plus Modular rates  |         |        |        |        |        |        |        |       |         |                   |               |                                       |
| <b>BOISE 83707</b>   | 44.00               | 6x20    | 1.5500 | 3.2100 | 4.8600 | 6.5200 | 8.1800 | 9.18   |       | M-Sun   |                   | Dly 51,200    | Full Color                            |
| Idaho Statesman  | 15' Modular Ad      |         |        |        |        |        |        |        |       |         |                   | Sun 79,004    | Included in rates                     |
| <b>COEUR D'ALENE 83814</b>   | M-Sa 24.43          | 6X20.25 | 1.5836 | 3.2683 | 4.9511 | 6.6339 | 8.3167 | 10.00  |       | M-Sun   |                   | Dly 24,000    | \$2.50 pci 1 Clr                      |
| Coeur d'Alene Press  | Sun 26.87           |         |        |        |        |        |        |        |       |         |                   | Sun 31,000    | \$4 pci FC Max \$300                  |
| <b>IDAHO FALLS 83403</b>   | 21.50 WD & Sun      | 6x19.75 | 1.5700 | 3.3060 | 5.0410 | 6.7780 | 8.5140 | 10.25  |       | M-Sun   |                   | Dly 21,469    | 5.5' size ads and up are \$3 per inch |
| Idaho Falls Post Register  |                     |         |        |        |        |        |        |        |       |         |                   | Sun 25,470    |                                       |
| <b>KELLOGG 83837</b>   | 15.32 Tu-Sat        | 6x20.25 | 1.5836 | 3.2683 | 4.9511 | 6.6339 | 8.3167 | 10.00  |       | Tue-Sun |                   | Tue-Sat 3,985 | \$2.50 pci 1 Clr                      |
| Shoshone News-Press  | Sun 26.87 Network   |         |        |        |        |        |        |        |       |         |                   | Sun 33,514    | \$4 pci FC Max \$300                  |
| <b>LEWISTON 83501</b>  | Dly 20.00 Base rate | 6X20    | 1.5600 | 3.2500 | 4.9400 | 6.6200 | 8.3100 | 10.00  |       | M-Sun   |                   | Dly 24,385    | \$3 pci up to 90"                     |
| Lewiston Morning Tribune   | Sun 22.00 base rate |         |        |        |        |        |        |        |       |         |                   | Sun 26,113    | 90-129 \$270 Flat                     |
| <b>MOSCOW 83843</b>  | Dly 13.64           | 6X20    | 1.5600 | 3.2500 | 4.9400 | 6.6200 | 8.3100 | 10.00  |       | M-Sun   |                   | 8,000         | \$3 pci up to 90"                     |
| Moscow-Pullman Daily News  | Wknd 14.04          |         |        |        |        |        |        |        |       |         |                   |               | 90-129 \$270 Flat                     |
| <b>NAMPA 83652</b>   | 25.50 Base          | 6x20.5  | 1.5370 | 3.1944 | 4.8542 | 6.5139 | 8.1736 | 9.83   |       | M-Sun   |                   | Dly 19,822    | based on inch size of ad              |
| Idaho Press Tribune  | 29.33 Sun           |         |        |        |        |        |        |        |       |         |                   | Sun 19,964    |                                       |
| <b>POCATELLO 83204</b>   | Dly 30.09           | 6x20.5  | 1.5500 | 3.2100 | 4.8800 | 6.5500 | 8.2100 | 9.88   |       | Tue-Sun |                   | 18,500        | based on inch size of ad              |
| Idaho State Journal  | Sun 31.47           |         |        |        |        |        |        |        |       |         |                   |               |                                       |
| <b>SANDPOINT 83864</b>   | 21.25 Tues-Sun      | 6X20.25 | 1.5900 | 3.2700 | 4.9500 | 6.6400 | 8.3200 | 10.00  |       | M-Sun   |                   | 6,240         | based on inch size of ad              |
| Bonner County Daily Bee  | 26.67 Sun/Network   |         |        |        |        |        |        |        |       |         |                   |               |                                       |
| <b>TWIN FALLS 83303</b>  | Dly 22.81           | 6X21    | 1.5278 | 3.2220 | 4.9167 | 6.6110 | 8.3056 | 10"    |       | M-Sun   |                   | Dly 20,325    | 195-1 color/ 365-3 colors             |
| Times-News   | Sun-Holiday 24.10   |         |        |        |        |        |        |        |       |         |                   | Sun 23,577    |                                       |
| NOTE: The rates and data contained herein are published periodically by Real Access Media Placement (RAMP) based on information submitted by publishers/ad managers. RAMP exercises reasonable care to assure accuracy in printing and subsequently updating rates and data, but assumes no financial liability if publisher fails to notify RAMP 90 days prior to |                     |         |        |        |        |        |        |        |       |         |                   |               |                                       |