

LEWISTON TRIBUNE

"Your Partner for Success"

The Lewiston Tribune serves a diverse eight county region of north central Idaho and southeastern Washington. The "quad cities" of Lewiston, Clarkston, Moscow and Pullman constitute a hub for commerce and educational opportunity in the Inland Northwest. Two major universities (Washington State University and University of Idaho), along with two colleges (Lewis Clark State College and Walla Walla Community College), along with technological industry and manufacturing, heavy retail trade, and steady business growth, make this region fertile ground for ambitious sales development and marketing activities.

LEWIS-CLARK VALLEY QUALITY OF LIFE



Our region is noted for its:

- outdoor recreation
- forests
- hunting, fishing, hiking, biking & skiing
- agricultural production
- scenic beauty
- and our unusual concentration of higher education institutions in a rural area.

And...these features lead to a lot more! Our lifestyles are a mixture of outdoor recreational leisure, community events, arts and festivals. We are bordered by national forests, wilderness areas, pristine lakes, whitewater rivers, and rugged canyons. In less than an hour's drive, you can be fishing, camping, hunting, skiing or sailing. We also have a wide range of cultural, ethnic and educational advantages, including ballet, symphony, theatre, concerts, and university seminars. Football and basketball headline the athletic events. Many fans also enjoy the complement of other sports played here. Our recreational and cultural opportunities are fantastic...but our business opportunities are too! From the business perspective, the region's centralized location within four western states plus British Columbia and Alberta, Canada, combined with our intermodal transportation system, places the area in an enviable position. Access to local, regional and international markets is convenient and affordable. A loyal and dedicated workforce produces more and costs less.

Source: lewis-clarkvalley.com



DEMOGRAPHICS

City:

Clarkston.....	21,111
Moscow.....	22,352
Pullman.....	25,150
Lewiston.....	31,293

County:

Asotin County.....	21,111
Latah County.....	36,299
Nez Perce County.....	38,932
Whitman County.....	41,229
Garfield County.....	2,050
Clearwater County.....	8,231

Median Age of Total Population:

Under Age 17: 28%

Age 18-64: 62%

Age 65+: 10%

Retail Market Population:

160,762

Average Household Income:

\$36,606

Taxable Retail Sales

Nez Perce & Asotin Counties:

4th Quarter 2007 = \$124,695,476

Calendar Year 2007 = \$467,825,431

LABOR MARKET INFORMATION

A large number of businesses have traditionally thrived in this valley, including Clearwater Paper which has grown into a world leader in wood and paper products and technology. The completion of the waterway system which made Lewiston into the West's most inland seaport accelerated business growth and diversity. The Ports

of Lewiston, Clarkston, and Wilma offer a gateway for manufacturers to the West coast as well as to other countries in the Pacific rim. A network of river, rail, and highway transportation facilities, along with economic assistance offered by area banks and community agencies, combine to give Lewiston an excellent business climate.



MAJOR EMPLOYERS

Clearwater Paper (forest products).....	1,900
Regence - BlueShield of Idaho.....	739
Lewis Clark State College.....	423
St; Joseph Reg. Medical Center.....	968
ATK (formerly Blount).....	865
Lewiston School District.....	693
City of Lewiston.....	375
Clarkston School District.....	330
Tri-State Memorial Hospital.....	310
Nez Perce County.....	230
Poe Asphalt Paving, Inc.....	180
Costco Wholesale.....	170
Bennett Lumber Company.....	150
Lewiston Tribune.....	140

SURROUNDING AREA

Washington State University.....	4,206
University of Idaho.....	2,391
Nez Perce Tribe.....	1,145
US Forest Service.....	454

Source: Idaho Department of Labor and lewis-clarkvalley.com

MARKET REACH

As the region's dominant information provider, the Lewiston Tribune is a powerful and unbeatable advertising/marketing tool for businesses aggressively seeking to develop and grow market share.



SPECIAL MONTHLY PUBLICATIONS

TV Week
(Every Sunday)

Autofinder
(Every other Thursday)

Golden Times
(First Tuesday of every month)

Business Profile
(3rd Tuesday of every month)

"Balance"
Health & Fitness Magazine
(Quarterly)

- 72% → The percent of adult residents in the Lewis-Clark Valley who read the Lewiston Tribune.
- 60,899 → The combined daily adult audience of the Tribune in print and on the Web.
- 55,200 → Daily adult print readers of the Tribune.
- 3,500 → Daily unique Web readers at lmtribune.com and partner sites
- 7,775 → Print readers who also subscribe to the Tribune Online

LEWISTON TRIBUNE
lmtribune.com

For Advertising Information Contact:
Bob Reitz • Advertising Director
208-848-2292 • breitz@lmtribune.com