Newspaper	Coeur d'Alene Press
Owner	Hagadone Corporation (privately owned)
Address	201 N. 2 <sup>nd</sup> St., Coeur d'Alene, Idaho 83814
Phone number	208-664-8176
URL	Cdapress.com
Circulation	22,000
Publisher	
Name	Jim Thompson
Start Date	1994
Phone number	208-664-8176
E-mail	jthompson@cdapress.com
Newspaper Staff	
Total FTEs	107
Publication cycle	7 days, a.m.
Current Circulation	2007 Circulation <sup>1</sup>
Weekdays	22,000 21,340
Sundays	22,000 21,340
E-edition	3,800
Price	
Weekday newsstand	\$.75
Sunday newsstand	\$2.00
Subscription annual	\$195.00
E-edition	\$10.00 month
Ancillary Businesses	Commercial printing, print 4 dailies and several
	weeklies, North Idaho Journal and CdA Magazine
Newsprint for Coeur d'Alene Press	
Tons/annual	1150 standard tons
Sources of Revenue	Percentages
Circulation	16.5%
Display ads	26.5%
Inserts	13.6%
Special Sections	9%
Classified	10%
Legal Notices	5.7%
On-line Ads & Fees	8.2%
Other	10.5%
Trends/Changes over last 3 years	Down about 2% per year
Digital	
Pay wall?	No, on cdapress.com; Yes, on cdapressextra.com
Advertising	
Is your advertising staff able to provide competitive	Yes

<sup>1</sup> Source: 2008 Editor & Publisher International Yearbook

digital services to merchants?       Yes         Do you use "real time" ads?       Yes         Does your advertising department sell "digital services" such as helping merchants with website production?       Yes         Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?       No         Managing Editor       Yes         Name       Mike Patrick         Start date       10/2001         Phone number       208-664-0227         E-mail       mpatrick@cdapress.com         News Staff       metrick@cdapress.com         Total FTE       18         Reporters       5         Editors       3         Photo       2         Web Editor       no         Other:	Do you use "real time" ads?YesDoes your advertising department sell "digital services" such as helping merchants with website production?YesDoes your ad department sell electronic coupons or other modern digital products?YesOther?Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?NoManaging EditorNameMike PatriceNameMike Patrice208-664-022E-mailmpatrick@cNews Staffmpatrick@cTotal FTE18Reporters5Editors3Photo2Web EditornoOther:			
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such as helping merchants with website production?       Yes         Does your ad department sell electronic coupons or other?       Yes         Other?       No         Do you generate revenue in partnership with outside       No         Managing Editor       No         Name       Mike Patrick         Start date       10/2001         Phone number       208-664-0227         E-mail       mpatrick@cdapress.com         News Staff       Total FTE         Total FTE       18         Reporters       5         Editors       3         Photo       2         Web Editor       no         Other:       -	such as helping merchants with website production?Does your ad department sell electronic coupons or other modern digital products? Other?YesDo you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?NoManaging EditorMike PatricNameMike PatricStart date10/2001Phone number208-664-027E-mailmpatrick@cNews Staffmpatrick@cTotal FTE18Reporters5Editors3Photo2Web EditornoOther:			
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letters to the editor		the editor		
	Name Mike Alexa			
		exander		
Start date 2005				
	Phone 208-651-560	5606		

E-Mail	melovender@edenress.com
	malexander@cdapress.com 2000
Website start date	2000
Digital News Staff	
Size?	2, plus 2 sales people
Sufficient?	D 11 the company
IT Staff (If separate)	Provided by corporate
Nature of support	Internet and WSI Media One company provides service to create and maintain customers' websites
Size?	to create and maintain customers websites
Sufficient?	
Capabilities	
Web platform software?	Town News "Blox"
Content management system: software?	Town News "Blox"
Do your organization staff members write code?	Yes
Number of coders?	one
Can you change web platform – coding,	Blox relatively easy to change
architecture, software at least once a month? Do	blox letativery easy to enange
you?	
Can you add new functionality promptly as it	
becomes available?	
Digital Tools utilized	
Crowd sourcing?	
Data visualization?	
Investigative reporting?	
Documentary video?	
Any other kinds of digital tools being used? If so,	
what?	
Social Media	
Cite social media used:	Facebook # Friends?
	Twitter
	Etc.
To what extent is your newspaper connected to	
people through social media?	
What is the overall organizational commitment to	
collecting, creating, shaping and delivering all your	
news/information products through these digital	
channels?	
Advertising	
Is your advertising staff able to provide competitive	
digital services to merchants?	
Do you sell "real time" ads?	
Does your advertising department sell "digital	
services" such as helping merchants with website	
production?	
Does your ad department sell electronic coupons or	

other modern digital products? Which ones?	
Assessment	How do you assess your digital news/information
	products?
Number of Page-views/month?	
Number of Monthly uniques?	
Revenue/month?	
Cite other metrics you use?	Time on site? Source of visitors? Etc.
Do you assess news content?	
Most e-mailed stories?	
Number of sources?	
Writing or visual journalism impact?	
Other?	
How is data shared with news staff?	
Editing	
How are web stories edited? Are there different	
procedures (layers of editing) for web vs. print	
products?	
Do you use AP Style in your digital news products?	
Revenue	
Do you generate revenue in partnership with outside	
digital vendors such as Yahoo? If so, who are they?	
Do you charge for any digital news products?	
Which products and how much?	
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	
Generic mobile apps software? Name it please.	
Smart Phone - apps	Yes/No? Under development? Target date?
iPhone	
Android	
Blackberry	
Palm	
Other?	
Tablets	
iPad	
Other	
Kindle	
Any other systems?	
Knowledge products	
Do you offer "knowledge products," such as books,	
magazines, and television or radio programs in	
addition to the core daily paper? If so, what	
products?	
Is there a central digital content pool from which	

these products are created?	
Do they make money?	
In what other ways are digital tools used in the	
business operations and marketing at your news	
organization?	
Future	
Do you foresee your news organization offering one	
hundred percent digitally-delivered	
news/information products in the foreseeable future?	
If not: Where do you think the balance will settle?	
If so: How soon do you think this will happen? 5	
years? 10 years? More?	
If you expect there will always be some	
news/information products delivered on newsprint?	
What will those be?	
Why will that be?	
Sources of Information	
Where do you check to stay informed about digital	
developments?	
Other observations as needed	