

## 2008 GENERAL DOLLAR VOLUME RATES

The Seattle Times Company is the Northwest leader in market reach and penetration. Our print and online media network delivers news and information to nearly half of Puget Sound area adults. Our network includes The Seattle Times and the Seattle Post-Intelligencer newspapers and their Web sites, NWsource.com and our online classifieds sites – NWjobs.com, NWautos.com and NWhomes.com. The General (National) rates are our primary advertising rates. Contracts must be signed in advance of publication to receive discounts. Open rates apply unless a contract is signed.

- The rates below apply to six-column and Pacific Northwest magazine advertising. Separate contracts may be required to earn discounts on other products.
- A 15% commission will be granted to all recognized advertising agencies, except where noted.

- All net advertising dollars spent in a 12-month period with The Seattle Times Company will apply toward the fulfillment of the advertiser contract except postage costs for direct mail advertising, legal and late payment fees, and where otherwise noted.
- Weekday combination ads appear in both The Seattle Times and the Seattle Post-Intelligencer. They may start in either newspaper. They must run in the opposite newspaper the same or next day and must be ordered in advance of the first publication. Saturday ads may run in the opposite newspaper the following Monday.
- A 25% premium for ROP advertising will be charged on Thanksgiving Day.

| Net Annual Dollar Volume Expenditure | PER COLUMN INCH                      |                     |                                      |                                     |                                  | COLOR DISCOUNT | PREPRINT DISCOUNT |
|--------------------------------------|--------------------------------------|---------------------|--------------------------------------|-------------------------------------|----------------------------------|----------------|-------------------|
|                                      | Sunday Seattle Times and Seattle P-I | Weekday Combination | Weekday Seattle Times or Seattle P-I | Pacific Northwest Magazine Noncomm. | Pacific Northwest Magazine Comm. |                |                   |
| Open                                 | \$529.00                             | \$417.20            | \$383.10                             | \$195.30                            | \$229.80                         | -              | -                 |
| \$10,000                             | 399.80                               | 333.00              | 303.45                               | 159.90                              | 188.15                           | -              | -                 |
| \$15,000                             | 395.90                               | 329.70              | 300.10                               | 158.20                              | 186.15                           | -              | -                 |
| \$25,000                             | 391.90                               | 326.20              | 296.60                               | 156.55                              | 184.20                           | -              | -                 |
| \$35,000                             | 387.95                               | 322.80              | 293.20                               | 154.95                              | 182.30                           | -              | -                 |
| \$50,000                             | 384.00                               | 319.40              | 289.80                               | 153.30                              | 180.35                           | -              | -                 |
| \$75,000                             | 381.50                               | 317.20              | 287.40                               | 151.65                              | 178.45                           | -              | -                 |
| \$100,000                            | 379.00                               | 314.80              | 285.00                               | 149.95                              | 176.45                           | 5%             | 8%                |
| \$150,000                            | 375.15                               | 312.00              | 282.20                               | 148.30                              | 174.50                           | 5%             | 14%               |
| \$200,000                            | 371.40                               | 309.20              | 279.35                               | 146.65                              | 172.55                           | 5%             | 14%               |
| \$300,000                            | 363.55                               | 302.60              | 274.80                               | 145.10                              | 170.75                           | 5%             | 14%               |
| \$400,000                            | 351.35                               | 292.70              | 267.95                               | 143.45                              | 168.80                           | 5%             | 19%               |
| \$500,000                            | 295.05                               | 227.90              | 224.75                               | 138.75                              | 163.25                           | 10%            | 19%               |
| \$600,000                            | 284.35                               | 218.90              | 216.15                               | 138.75                              | 163.25                           | 10%            | 24%               |
| \$700,000                            | 273.55                               | 210.20              | 207.65                               | 138.75                              | 163.25                           | 10%            | 24%               |
| \$800,000                            | 262.80                               | 201.30              | 199.10                               | 138.75                              | 163.25                           | 10%            | 31%               |
| \$900,000                            | 252.05                               | 192.60              | 190.60                               | 138.75                              | 163.25                           | 10%            | 31%               |
| \$1,000,000                          | 241.25                               | 183.80              | 182.05                               | 138.75                              | 163.25                           | 15%            | 35%               |
| \$1,200,000                          | 238.75                               | 181.40              | 179.60                               | 138.75                              | 163.25                           | 15%            | *                 |
| \$1,400,000                          | 236.30                               | 179.00              | 177.15                               | 138.75                              | 163.25                           | 15%            | *                 |
| \$1,600,000                          | 233.85                               | 176.60              | 174.70                               | 138.75                              | 163.25                           | 15%            | *                 |
| \$1,800,000                          | 231.35                               | 174.30              | 172.30                               | 138.75                              | 163.25                           | 15%            | *                 |
| \$2,000,000                          | 228.85                               | 172.00              | 169.85                               | 138.75                              | 163.25                           | 20%            | *                 |
| \$2,250,000                          | 225.75                               | 169.50              | 167.45                               | 138.75                              | 163.25                           | 20%            | *                 |
| \$2,500,000                          | 222.55                               | 167.20              | 165.00                               | 138.75                              | 163.25                           | 20%            | *                 |
| \$2,750,000                          | 219.40                               | 164.70              | 162.65                               | 138.75                              | 163.25                           | 20%            | *                 |
| \$3,000,000                          | 216.25                               | 162.30              | 160.25                               | 138.75                              | 163.25                           | 25%            | *                 |

\*Contact your account executive.

## ONLINE ADVERTISING

Harness the power of the region's number one online source for news and information by advertising on The Seattle Times Company Online Network:

- seattletimes.com
- seattlepi.com
- NWsource.com®
- NWjobs.com
- NWhomes.com
- NWautos.com

Our online network serves more than 90 million page views to 4.9 million unique visitors each month – 24% of all local online users. Choose a full network buy for optimum reach or target your best customers and prospects with a program designed to reach specific demographics. For information or to place advertising, call 206/464-3237 or e-mail us at [websales@seattletimes.com](mailto:websales@seattletimes.com).



REPRESENTING THE Seattle Post-Intelligencer

THE SEATTLE TIMES AND THE SEATTLE POST-INTELLIGENCER ■ JANUARY 1, 2008  
[seattletimescompany.com/advertise](http://seattletimescompany.com/advertise)

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