

## 2009 LOCAL GEOGRAPHIC/SHOPPING CENTER RATES

These rates are available to local advertisers running in shopping center or shopping area ad groupings or sections. A 25% premium for ROP advertising will be charged on Thanksgiving Day. Revenue applies to ROP dollar volume contract fulfillment. Linage does not apply to frequency contract fulfillment. Contact your account executive for additional guidelines.

### ROP Geographic Rates

|         | Per Inch |
|---------|----------|
| Sunday  | \$176.10 |
| Weekday | 131.70   |

### Pacific Northwest Magazine Geographic Rates

|                   | Per Inch |
|-------------------|----------|
| Noncommissionable | \$143.45 |
| Commissionable    | 168.80   |

### Zone Geographic Rates

|            | Per Inch |
|------------|----------|
| North Zone | \$18.55  |
| South Zone | 31.25    |
| East Zone  | 33.70    |
| Metro Zone | 52.50    |