

2010 GENERAL DOLLAR VOLUME RATES

The Seattle Times is the Northwest leader in market reach and penetration. Our print and online media network delivers news and information to nearly half of adults in Western Washington. Our network includes The Seattle Times newspaper, seattletimes.com, NWjobs.com, NWautos.com, NWhomes.com and NWsource.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.
- A 25% premium for ROP advertising will be charged on Thanksgiving Day.
- 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.

Net Annual Dollar Volume Expenditure	RATES PER COLUMN INCH			COLOR DISCOUNT	PREPRINT DISCOUNT
	Sunday	Weekday	Pacific Northwest Magazine		
Open	\$539.60	\$425.50	\$229.80	-	-
\$10,000	399.80	333.00	188.15	-	-
\$15,000	395.90	329.70	186.15	-	-
\$25,000	391.90	326.20	184.20	-	-
\$35,000	387.95	322.80	182.30	-	-
\$50,000	384.00	319.40	180.35	-	-
\$75,000	381.50	317.20	178.45	-	-
\$100,000	379.00	314.80	176.45	5%	8%
\$150,000	375.15	312.00	174.50	5%	12%
\$200,000	371.40	309.20	172.55	5%	15%
\$300,000	363.55	302.60	170.75	5%	18%
\$400,000	321.35	262.70	168.80	5%	20%
\$500,000	295.05	227.90	163.25	10%	22%
\$600,000	284.35	218.90	163.25	10%	24%
\$700,000	273.55	210.20	163.25	10%	27%
\$800,000	262.80	201.30	163.25	10%	31%
\$900,000	252.05	192.60	163.25	10%	33%
\$1,000,000	241.25	183.80	163.25	15%	35%
\$1,200,000	238.75	181.40	163.25	15%	*
\$1,400,000	236.30	179.00	163.25	15%	*
\$1,600,000	233.85	176.60	163.25	15%	*
\$1,800,000	231.35	174.30	163.25	15%	*
\$2,000,000	228.85	172.00	163.25	20%	*
\$2,250,000	225.75	169.50	163.25	20%	*
\$2,500,000	222.55	167.20	163.25	20%	*
\$2,750,000	219.40	164.70	163.25	20%	*
\$3,000,000	216.25	162.30	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
- NWautos.com®
- NWjobs.com®
- NWhomes.com®
- NWsource.com®

Our online network serves nearly 50 million page views to 5 million unique visitors each month. 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.

