

## 2010 LOCAL RETAIL DOLLAR VOLUME CONTRACT RATES \$500,000 AND UP

- These rates are available to a variety of local retail businesses and services, based on the type of business and ad content. Contracts must be signed in advance of publication to receive discounts. Open rates apply until a contract is signed.
- Rates apply to local ROP advertising and Pacific Northwest magazine. Separate contracts may be required to earn discounts on other products.
- Zone advertising is available Monday, Wednesday, Thursday, and Friday. Zone editions do not run on most major holidays.
- Rates are noncommissionable except where noted.
- A 25% premium for ROP will be charged on Thanksgiving Day.
- **All net advertising dollars spent with The Seattle Times will apply toward the fulfillment of this contract except postage costs for direct mail advertising, legal and late payment fees and where otherwise noted.**
- Color discount is based on signed dollar volume contract level. Discounts apply to full-run and zone color only. Pacific Northwest magazine, Value Plus products, Comics, custom preprint and banner page color are excluded.
- Preprint discount is based on signed dollar volume contract level. Discounts apply to both newspaper and nonsubscriber rates but do not apply to Single Sheet Print & Deliver rates.

| Net Annual Dollar Volume Expenditure | RATES PER COLUMN INCH |          | COLOR DISCOUNT | PREPRINT DISCOUNT |
|--------------------------------------|-----------------------|----------|----------------|-------------------|
|                                      | Sunday                | Weekday  |                |                   |
| \$500,000                            | \$174.45              | \$130.40 | 10%            | 22%               |
| \$600,000                            | 172.85                | 129.10   | 10%            | 24%               |
| \$700,000                            | 171.20                | 127.70   | 10%            | 27%               |
| \$800,000                            | 169.60                | 126.50   | 10%            | 31%               |
| \$900,000                            | 167.95                | 125.10   | 10%            | 33%               |
| \$1,000,000                          | 166.40                | 123.90   | 15%            | 35%               |
| \$1,200,000                          | 164.75                | 122.60   | 15%            | *                 |
| \$1,400,000                          | 163.15                | 121.20   | 15%            | *                 |
| \$1,600,000                          | 161.50                | 119.90   | 15%            | *                 |
| \$1,800,000                          | 159.90                | 118.60   | 15%            | *                 |
| \$2,000,000                          | 158.20                | 117.20   | 20%            | *                 |
| \$2,250,000                          | 156.55                | 115.90   | 20%            | *                 |
| \$2,500,000                          | 154.95                | 114.50   | 20%            | *                 |
| \$2,750,000                          | 153.30                | 113.20   | 20%            | *                 |
| \$3,000,000                          | 151.65                | 111.80   | 25%            | *                 |

\*Additional levels are available. Contact your account executive. Ads running on the Sunday Real Estate news pages will be charged 10% over the advertiser's contract rate.

### Pacific Northwest Magazine

|                   | Per Inch |
|-------------------|----------|
| Noncommissionable | \$138.75 |
| Commissionable    | 163.25   |

### Zone Editions

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

## ONLINE ADVERTISING

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

Online Network:

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

Our online network serves more than 50 million page views to 5 million unique visitors. 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).

