

2010 LOCAL DISPLAY ADVERTISING 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 Western Washington adults. Our network includes The Seattle Times and its Web site as well as our online marketplace sites — NWsource.com, NWjobs.com, NWautos.com and NWhomes.com.

The Local Display rates are available to a variety of local businesses. Contracts must be signed in advance of publication to receive discounts. Open rates apply unless a contract is signed.

- All net advertising dollars spent in a 12-month period with The Seattle Times 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.
- Rates are noncommissionable except where noted.
- A 25% premium for ROP advertising will be charged on Thanksgiving Day.

2010 LOCAL DISPLAY DOLLAR VOLUME RATES

Net Annual Dollar Volume Expenditure	RATES PER COLUMN INCH				COLOR DISCOUNT	PREPRINT DISCOUNT
	Sunday	Weekday	Pacific Northwest Magazine Noncomm.	Pacific Northwest Magazine Comm.		
Open	\$301.55	\$231.40	\$195.30	\$229.80	-	-
\$2,500	223.00	174.10	170.45	200.55	-	-
\$5,000	213.75	165.00	166.00	195.30	-	-
\$7,500	202.10	154.10	161.55	190.10	-	-
\$10,000	197.50	150.60	159.90	188.15	-	-
\$15,000	192.75	146.90	158.20	186.15	-	-
\$25,000	190.50	143.30	156.55	184.20	-	-
\$35,000	188.20	141.30	154.95	182.30	-	-
\$50,000	185.80	139.60	153.30	180.35	-	-
\$75,000	184.20	138.20	151.65	178.45	-	-
\$100,000	182.60	137.00	149.95	176.45	5%	8%
\$150,000	180.95	135.70	148.30	174.50	5%	14%
\$200,000	179.35	134.40	146.65	172.55	5%	14%
\$300,000	177.75	133.10	145.10	170.75	5%	14%
\$400,000	176.10	131.70	143.45	168.80	5%	19%
\$500,000	174.45	130.40	138.75	163.25	10%	19%
\$600,000	172.85	129.10	138.75	163.25	10%	24%
\$700,000	171.20	127.70	138.75	163.25	10%	24%
\$800,000	169.60	126.50	138.75	163.25	10%	31%
\$900,000	167.95	125.10	138.75	163.25	10%	31%
\$1,000,000	166.40	123.90	138.75	163.25	15%	35%

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 current open or contract rate.

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 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.